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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Elektronik Ticaret** | |  | 1 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu dersin temel amacı, öğrencilerin elektronik ortamda yürütülen pazarlama faaliyetlerinin ve bunların geleneksel pazarlama faaliyet ve araçlarından farklı olan yönlerini öğrenmesi ve elektronik ortamda pazarlama uygulamalarını yürütebilecek bilgiye ve yeterliliğe sahip olmasının sağlanmasıdır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Elektronik ticaret hakkında bilgi sahibi olur. 2. Dijital pazarlamaya ilişkin kavramları tanımlar. 3. Dijital ortamda tüketici davranışlarının yapısını öğrenir. 4. Dijital ortamdaki pazarlama karması stratejilerini ana hatlarıyla belirtir. 5. Dijital pazarlama türlerini detaylı şekilde açıklar. | | | | | | | Dersin İçeriği | İlkel toplumdan bilgi toplumuna dönüşüm, sanayi ekonomisi ve bilgi ekonomisi, bilgi ekonomisinin özellikleri, e-ticaret kavramı, e-ticaret türleri, dijital tüketici ve dijital tüketici davranışları, geleneksel pazarlamadan dijital pazarlamaya geçiş: pazarlama 1.0’dan pazarlama 4.0’a, elektronik pazarlama karması, online reklamlar, arama motoru pazarlaması, web sitesi pazarlaması, e-posta pazarlaması, sosyal medya pazarlaması, mobil ve viral pazarlama. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | İlkel Toplumdan Bilgi Toplumuna Dönüşüm | | | | | | | 2 | Sanayi Ekonomisi ve Bilgi Ekonomisi | | | | | | | 3 | Bilgi Ekonomisinin Özellikleri | | | | | | | 4 | E-Ticaret Kavramı | | | | | | | 5 | E-Ticaret Türleri | | | | | | | 6 | Dijital Tüketici ve Dijital Tüketici Davranışları | | | | | | | 7 | Geleneksel Pazarlamadan Dijital Pazarlamaya Geçiş: Pazarlama 1.0’dan Pazarlama 4.0’a | | | | | | | 8 | Elektronik Pazarlama Karması | | | | | | | 9 | Online Reklamlar | | | | | | | 10 | Arama Motoru Pazarlaması | | | | | | | 11 | Web Sitesi Pazarlaması | | | | | | | 12 | E-Posta Pazarlaması | | | | | | | 13 | Sosyal Medya Pazarlaması | | | | | | | 14 | Mobil ve Viral Pazarlama | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Günsoy, B., Ekergil, V., Öztürk, A.S., Okan, N., Yıldırım, Z., Kağnıcıoğlu, C. H., Karagül, A. A. (2013). *Elektronik ticaret*. (Editör: Arman Aziz Karagül) Anadolu Üni. Yayınları.  Ryan, D. (2017). *Dijital pazarlama*. (Çev: Mehmet Murat Kemaloğlu) Türkiye İşBankası Kültür Yayınları. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 1 | | - | 2 | | 1 | - | | 1 | 3 | | 1 | 2 | | - | | **ÖÇ2** | 2 | | - | 2 | | - | - | | - | 3 | | 2 | 1 | | - | | **ÖÇ3** | 1 | | - | 1 | | - | - | | - | 3 | | 3 | 2 | | 1 | | **ÖÇ4** | 1 | | - | 1 | | 1 | - | | 1 | 2 | | 3 | 2 | | 1 | | **ÖÇ5** | 1 | | - | 1 | | - | - | | - | 3 | | 1 | 1 | | 1 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | **Elektronik Ticaret** | 1 | - | 1 | - | - | - | 3 | 2 | 2 | 1 | |