

BF429 - DIGITAL MARKETING - İktisadi ve İdari Bilimler Fakültesi - Finans ve Bankacılık Bölümü

General Info

Objectives of the Course

The aim of this course is to gain knowledge and skills in digital marketing strategies, applications and all digital channels and platforms.

Course Contents

This course examines the digital marketing phenomenon, important digital marketing channels and its use

Recommended or Required Reading

Course Source: Lecture notes, presentations and Slayts prepared by using various sources related to the course. Recommended Book: Gökşin, Emre, Fundamentals of Digital Marketing, İstanbul: Abaküs Yay., 2017. Strategic Digital Marketing, Ed. Bil Erkan and Özdemir Erkan (2021). İstanbul: Beta Publications.

Planned Learning Activities and Teaching Methods

Lecture, Question and answer, Discussion, Case Study

Recommended Optional Programme Components

It is recommended that our students who spend time in the Digital World examine and evaluate the digital environments they use in terms of the subjects covered in the course.

Instructor's Assistants

There is no teaching assistant.

Presentation Of Course

Theoretical and face to face

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Ceylan Bozpolat

Program Outcomes

1. Can evaluate digital marketing applications theoretically.
2. Can describe digital marketing channels.
3. Explain the effects of digital transformation on businesses and consumers.

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Course Introduction, Digital Transformation and Businesses	
2	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Digital Marketing and New Business Opportunities	
3	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Strategic management in digital marketing	
4	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Strategic management in digital marketing	
5	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Measurement and evaluation in digital marketing: Conversion Funnel	
6	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Search Engine Optimization (SEO) and Search Engine Marketing	

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
7	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Website and Content	
8	You are responsible for all the topics covered until the midterm week.			Visa	
9	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Communication and advertising in digital marketing	
10	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Adwords Ads	
11	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Social Media Marketing	
12	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Mobile Marketing	
13	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Email and SMS Marketing,	
14	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Content Marketing	
15	By looking at the weekly course content, examine the page ranges related to the subject in the texts and slides uploaded to the system as course notes and Slides.		Question-Answer, Discussion, Lecture and case study	Some Marketing Approaches: Localization Based Marketing, SOLOMO Marketing, Influencer Marketing, Electronic Word of Mouth Marketing	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Derse Katılım	14	3,00
Ders Öncesi Bireysel Çalışma	14	2,00
Ders Sonrası Bireysel Çalışma	14	1,00
Ara Sınav Hazırlık	7	3,00
Final Sınavı Hazırlık	7	3,00

Assesments

Activities	Weight (%)
Vize	40,00
Final	60,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22	P.O. 23	P.O. 24	P.O. 25
L.O. 1					2							5													
L.O. 2					4							5													
L.O. 3					4							5													

Table :

P.O. 1 :

P.O. 2 :

P.O. 3 :

P.O. 4 :

P.O. 5 :

P.O. 6 :

P.O. 7 :

P.O. 8 :

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P.O. 24 :

P.O. 25 :

L.O. 1 : Can evaluate digital marketing applications theoretically.

L.O. 2 : Can describe digital marketing channels.

L.O. 3 : Explain the effects of digital transformation on businesses and consumers.