

General Info

Objectives of the Course

Technological developments have been continuing to grow and these developments affect the marketing principles and strategies. This course aims to teach students the concept of digital marketing and enable them to use it in their business life.

Course Contents

Digital marketing, advertising, promotions, social media, social media advertising, e-commerce, reputation, new sale techniques

Recommended or Required Reading

Course Source: Lecture notes, presentations and slides prepared using various resources related to the course. Recommended Book: Gökşin, Emre, Digital Marketing Fundamentals, Istanbul: Abaküs Yay., 2017. Strategic Digital Marketing, Ed. Bil Erkan and Özdemir Erkan (2021). Istanbul: Beta Pub.

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

Prof. Dr. Suzan Çoban

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.

| 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. | Discussion Method Narration Method Case Study Method | Course Introduction, Digital Transformation and Digitalization in 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. | Discussion Method Narration Method Case Study Method | 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. | Discussion Method Narration Method Case Study Method | 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. | Discussion Method Narration Method Case Study Method | 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. | Discussion Method Narration Method Case Study Method | 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. | Discussion Method Narration Method Case Study Method | Search Engine Optimization (SEO) and Search Engine Marketing | |
| 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. | Discussion Method Narration Method Case Study Method | 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. | Discussion Method Narration Method Case Study Method | 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. | Discussion Method Narration Method Case Study Method | 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. | Discussion Method Narration Method Case Study Method | 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. | Discussion Method Narration Method Case Study Method | 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. | Discussion Method Narration Method Case Study Method | 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. | Discussion Method Narration Method Case Study Method | 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. | Discussion Method Narration Method Case Study Method | 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 |
| Ders Öncesi Bireysel Çalışma | 14 | 2,00 |
| Ara Sınav Hazırlık | 7 | 3,00 |
| Final Sınavı Hazırlık | 6 | 2,00 |
| Final | 1 | 1,00 |
| Bütünleme | 1 | 1,00 |
| Teorik Ders Anlatım | 14 | 3,00 |
| Laboratuvar | 0 | 0,00 |

Assesments

| Activities | Weight (%) |
|------------|------------|
| Ara Sınav | 40,00 |
| Final | 60,00 |

Uluslararası Ticaret ve Lojistik Bölümü / ULUSLARARASI TİCARET VE LOJİSTİK X Learning Outcome Relation

| | 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 |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|
| L.O. 1 | 1 | | | | | | | | | | 3 | | | | |
| L.O. 2 | 1 | | | | | | | | | | 3 | | | | |
| L.O. 3 | 1 | | | | | | | | | | 3 | | | | |

Table :

- P.O. 1 :** Uluslararası ticaret, işletme yönetimi ve tedarik zinciri konusunda gerekli olan bilgi birikimi
- P.O. 2 :** Türk hukuk sistemi ile dış ticaret mevzuatına hâkim olma
- P.O. 3 :** Temel istatistik ve karar almada kullanılan modelleme yöntemlerine hâkim olma
- P.O. 4 :** İnsan ilişkileri, örgütsel davranış ve iletişim konusunda etkin olma
- P.O. 5 :** Çalıştığı sektörle ilgili üretim yönetimi ve süreçleri ile ilgili bilgi sahip olma
- P.O. 6 :** Uluslararası ekonomik gelişmeleri takip etme
- P.O. 7 :** Ulusal ve uluslararası pazar pozisyonlarında yer alabilme
- P.O. 8 :** Alanıyla ilgili finansal kararlar verebilme
- P.O. 9 :** Uluslararası ticari organizasyonlar ile iletişim kurabilme
- P.O. 10 :** Alanıyla ilgili muhasebeleştirme işlemlerini ve finansal tabloları hazırlayabilme ve yorumlayabilme
- P.O. 11 :** Uluslararası pazarlama stratejilerini, faaliyet gösterdiği pazar koşulları çerçevesinde değerlendirebilme ve uyarlayabilme
- P.O. 12 :** Farklı disiplinlerle uyumlu çalışabilme
- P.O. 13 :** Türkiye ve Dünya tarihinin yanısıra kültür ve coğrafya hakkında ayrıntılı bilgiye sahip olur.
- P.O. 14 :** Sanatsal, kültürel ve sportif konulara ilişkin bireysel yeteneklerini geliştirir.
- P.O. 15 :** Sözlü ve yazılı etkin iletişim kurar; bir yabancı dili en az. Avrupa Dil Portföyü B1 genel düzeyinde kullanır.
- L.O. 1 :** Dijital pazarlama uygulamalarını teorik açıdan değerlendirebilir.
- L.O. 2 :** Dijital pazarlama kanallarını açıklayabilir.
- L.O. 3 :** Dijital dönüşümün işletme ve tüketiciler üzerine etkilerini açıklayabilir.