

Gastronomy And Culinary Arts (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

## Course Introduction and Application Information

Course Code:	UNI341		
Course Name:	Digital Media and Social Media Management		
Semester:	Fall Spring		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. NAİM ÇETİNTÜRK		
Course Lecturer(s):	Dr. Naim Çetintürk		
Course Assistants:			

## Course Objective and Content

Course Objectives:	The general aim of the course is to examine and learn all the phases, characteristics, dynamics, elements and application forms of the concept of marketing in cyber environments as a result of developing technological and communication opportunities. The general objectives of the course are to examine and learn marketing models, advertising and public relations practices, new concepts and developing marketing strategies, digital marketing campaigns, positioning of brands
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	in the digital environment, e-commerce and mobile marketing applications in digital environments.
Course Content:	The content of this course includes Search Engine Ads, Search Engine Optimization, Web concept, Social Media and changing e-commerce trends in the digital environment. Data and applications for the digitalization of the 4P approach defined as the marketing mix are presented. In addition, digital brand and digital marketing trends are discussed in a world where social media has transformed from content to e-commerce environment.

## Learning Outcomes

The students who have succeeded in this course;

- 1) To examine the concepts related to cyber environment and to have the knowledge of evaluating the processes within the framework of historical development
- 2) To learn the qualities of marketing strategies and practices in the digital environment
- 3) To examine Digital Campaign applications and gain the competence to actively apply them
- 4) To follow the developments of digital marketing dynamics, to design future designs and to gain the ability to evaluate the digital world with a marketing perspective on the axis of trade
- 5) To be able to use the basic aspects of digital marketing tools with the applications to be made, to be able to read and analyze performance and campaign metrics
- 6) To be aware of the concept of S-Trade, the trend of commerce in the near future, before anyone else

## Course Flow Plan

Week	Subject	Related Preparation
1)	Definition, elements and development of Digital Marketing. Similarities and differences, advantages and disadvantages of conventional and digital marketing	
2)	Digital marketing advertising models - Banner, Search, Video & In-Stream, Email etc.	
3)	Consumer targeting models in digital marketing APPLICATION: Create a new campaign and set a targeting method via Google Ads dashboard	
4)	Performance measurement parameters - Volume, Impression, Click, Conversion, Action. PRACTICE: Interpreting data from a real campaign.	
5)	Pricing and performance conversion metrics - CPM, CPC, CPA etc. PRACTICE: Analyzing and interpreting the performance metrics of a real campaign.	
6)	Supportive digital marketing applications (SMS, Mailing, WebPush, App Push)	
7)	SEO - Search engine optimization: Definition of the concept, key components	
8)	Midterm Exam	

9)	(SERP) - Elements required to be listed in search engines (Title, Meta-Description, h1-h2-h3 headings, etc.)	
10)	SEO Analysis Tools - Supporting applications (backlink, Domain Rating etc.)	
11)	Social media as a digital marketing channel. Influencer Marketing - Social Marketing and S-Commerce concepts. Performance measurement metrics such as engagement, likes and shares.	
12)	Facebook and Instagram Ads. Steps to create a social media campaign. PRACTICE: Interpreting data from a real campaign	
13)	Influencer marketing. S-Commerce Concept and Content Management in Social Media (Content Marketing)	
14)	Site Analytics Tools - Introduction to Google Analytics PRACTICE: Interpreting site performance metrics of a real website.	

## Sources

Course Notes / Textbooks:	Naim Çetintürk, Temel Dijital Pazarlama Kavramları ve Remarketing Reklam Modeli, Seçkin Yayıncılık, 2019.
References:	Social Media Strategies for Small Businesses, Phole Media, 2010. Damien Ryan, The Best Digital Marketing Campaigns in theWorld II, Kogan Page. Haftalık ders sunumları

## Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6
Program Outcomes						
1) - To have advanced theoretical and practical knowledge supported by textbooks, application tools and other resources containing current information in the field.						
2) - To be able to use advanced theoretical and practical knowledge acquired in the field. - To be able to interpret and evaluate data using advanced knowledge and skills acquired in the field, to be able to identify and analyse problems, to be able to develop solutions based on research and evidence.						
3) - To be able to carry out an advanced level study related to the field independently. - To be able to take responsibility individually and as a team member to solve complex and unforeseen problems encountered in applications related to the field. - To be able to plan and manage activities for the development of employees under his/her responsibility within the						

framework of a project.	1	2	3	4	5	6
<b>Course Learning Outcomes</b>						
4) - To be able to evaluate the advanced knowledge and skills acquired in the field with a critical approach, - To be able to determine their learning needs and to be able to direct their learning. -To be able to develop a positive attitude towards lifelong learning.						
5) - Alanı ile ilgili konularda ilgili kişi ve kurumları bilgilendirebilme; düşüncelerini ve sorunlara ilişkin çözüm önerilerini yazılı ve sözlü olarak aktarabilme. - Alanı ile ilgili konularda düşüncelerini ve sorunlara ilişkin çözüm önerilerini nicel ve nitel verilerle destekleyerek uzman olan ve olmayan kişilerle paylaşabilme. -Toplumsal sorumluluk bilinci ile yaşadığı sosyal çevre için proje ve etkinlikler düzenleyebilme ve bunları uygulayabilme. - Bir yabancı dili en az Avrupa Dil Portföyü B1 Genel Düzeyi'nde kullanarak alanındaki bilgileri izleyebilme ve meslektaşları ile iletişim kurabilme. - Alanının gerektirdiği en az Avrupa Bilgisayar Kullanma Lisansı İleri Düzeyinde bilgisayar yazılımı ile birlikte bilişim ve iletişim teknolojilerini kullanabilme.						

### Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	- To have advanced theoretical and practical knowledge supported by textbooks, application tools and other resources containing current information in the field.	3
2)	- To be able to use advanced theoretical and practical knowledge acquired in the field. - To be able to interpret and evaluate data using advanced knowledge and skills acquired in the field, to be able to identify and analyse problems, to be able to develop solutions based on research and evidence.	3
3)	- To be able to carry out an advanced level study related to the field independently. - To be able to take responsibility individually and as a team member to solve complex and unforeseen problems encountered in applications related to the field. - To be able to plan and manage activities for the development of employees under his/her responsibility within the framework of a project.	3
4)	- To be able to evaluate the advanced knowledge and skills acquired in the field with a critical approach, - To be able to determine their learning needs and to be able to direct their learning. -To be able to develop a positive attitude towards lifelong learning.	3
5)	- Alanı ile ilgili konularda ilgili kişi ve kurumları bilgilendirebilme; düşüncelerini ve sorunlara	3

ilişkin çözüm önerilerini yazılı ve sözlü olarak aktarabilme. - Alanı ile ilgili konularda düşüncelerini ve sorunlara ilişkin çözüm önerilerini nicel ve nitel verilerle destekleyerek uzman olan ve olmayan kişilerle paylaşabilme. -Toplumsal sorumluluk bilinci ile yaşadığı sosyal çevre için proje ve etkinlikler düzenleyebilme ve bunları uygulayabilme. - Bir yabancı dili en az Avrupa Dil Portföyü B1 Genel Düzeyi'nde kullanarak alanındaki bilgileri izleyebilme ve meslektaşları ile iletişim kurabilme. - Alanının gerektirdiği en az Avrupa Bilgisayar Kullanma Lisansı İleri Düzeyinde bilgisayar yazılımı ile birlikte bilişim ve iletişim teknolojilerini kullanabilme.

## Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Homework Assignments	4	% 40
Midterms	1	% 10
Final	1	% 50
<b>total</b>		<b>% 100</b>
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50
<b>total</b>		<b>% 100</b>