

Dentistry (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		
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>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>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. NAIM 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 in the digital environment, e-commerce and mobile marketing applications in digital
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	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) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.						
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.						
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.						
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.						
5) Uses information that will contribute to the dentistry profession during						

practice, takes responsibility, and produces solutions in unforeseen situations. Course Learning Outcomes	1	2	3	4	5	6
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.						
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.						
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.						
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.						
10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.						
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.						
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society						
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.						
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.						
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.						

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest
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	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	
3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	
6)	Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
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Assessment & Grading

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