

Medicine			
Bachelor	TR-NQF-HE: Level 7	QF-EHEA: Second Cycle	EQF-LLL: Level 7

Course Introduction and Application Information

Course Code:	UNI190		
Course Name:	Digital Marketing and Social Media Strategies		
Semester:	Spring Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	Turkish		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:7. Master`s Degree</div> <div>QF-EHEA:Second Cycle</div> <div>EQF-LLL:7. Master`s Degree</div> </div>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. NAİM ÇETİNTÜRK		
Course Lecturer(s):	Naim Çetintürk		
Course Assistants:			

Course Objective and Content

Course Objectives:	The general aim of the course is to examine and learn all phases, features, dynamics, elements and application methods of marketing concept in cyber environments as a result of developing technological and communication opportunities. Examining and learning marketing models, advertising and public relations applications, new concepts and developing marketing strategies, digital marketing campaigns, positioning of brands in the digital environment, e-commerce and
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	mobile marketing applications are among the general objectives of the course.
Course Content:	The content of this course consists of Search Engine Ads, Search Engine Optimization, Web concept, Social Media and changing e-commerce trends in digital environment. Data and applications for the digitalization of the 4P approach, defined as 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 learn some of the key concepts in digital marketing understand their historical evolution
- 2) To learn the characteristics of marketing strategies and applications in the digital environment
- 3) To examine Digital Campaigns from the real business world and gain initial experience with the practices
- 4) To follow the developments of digital marketing, to construct future designs, and to gain the ability to evaluate the digital world with a marketing perspective on the commerce axis
- 5) To be able to use digital marketing tools and analyze campaign performances with well-known metrics.
- 6) To be familiar with the concept of S-Trade, which will be the near future trend of e-commerce.

Course Flow Plan

Week	Subject	Related Preparation
1)	Definition, elements, and development of Digital Marketing. Conventional and Digital Marketing's similar and different aspects, advantages, and disadvantages	
2)	Advertising models in digital marketing - Banner, Search, Video & In-Stream, E-mail etc.	
3)	Consumer targeting models in digital marketing PRACTICE: Creating a new digital campaign by deciding the targeting method on the Google Ads panel.	
4)	Performance measurement parameters - Volume, Impression, Click, Conversion, Action. PRACTICE: Analyzing the data of a real campaign.	
5)	Pricing and performance metrics in digital marketing - CPM, CPC, CPA etc. PRACTICE: Examining and interpreting performance metrics of a real campaign.	
6)	Other digital marketing applications (SMS, Mailing, Web Push, App Push)	
7)	SEO – Search Engine Optimization: Definition and key features	
8)	Search Engine Result Pages as a performance criteria in SEO	
9)	(SERP) – The items needed for being listed in the search engine result pages (Title, Meta-Description, h1-h2-h3 headings etc.).	
10)	SEO Analysis Tools – Supportive actions (backlink, Domain Rating vb.)	

11)	Social media as a digital marketing medium. Influencer Marketing - Social Marketing and S-Commerce concepts. Performance measurement (engagement) metrics such as engagement, likes and shares.	
12)	Facebook and Instagram Ads. Steps to create a social media campaign. PRACTICE: Analyzing the data of a real campaign.	
13)	Influencer marketing. S-Commerce Concept and Content Management in Social Media (Content Marketing)	
14)	Site Analysis Tools - Introduction to Google Analytics PRACTICE: Analyzing site performance metrics for 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 the World II, Kogan Page

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6
Program Outcomes						
1) The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from basic and clinical sciences, behavioural sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.						
2) The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.						
3) The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.						
4) The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of						

health.						
Course Learning Outcomes	1	2	3	4	5	6
5) In the provision of health care services, the graduate considers both the changes in the physical and socioeconomic environment on a regional and global scale that affect health, as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.						
6) The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.						
7) While carrying out her/his profession, the graduate fulfils her/his duties and obligations with determined behaviours to provide high-quality health care within the framework of ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.						
8) The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.						
9) The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.						
10) To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.						
11) The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.						
12) The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.						
13) During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.						
14) The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.						
15) The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and						

obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.	1	2	3	4	5	6
Course Learning Outcomes						
16) The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.						
17) The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including individuals and groups that require a special approach and have different sociocultural characteristics.						
18) The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.						
19) When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other research for the benefit of the society.						
20) The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.						
21) The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.						
22) The graduate effectively manages individual study and learning processes and career development.						
23) The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.						
24) The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.						

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

Program Outcomes	Level of Contribution

1)	The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from basic and clinical sciences, behavioural sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.	
2)	The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.	
3)	The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.	
4)	The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of health.	
5)	In the provision of health care services, the graduate considers both the changes in the physical and socioeconomic environment on a regional and global scale that affect health, as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.	
6)	The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.	
7)	While carrying out her/his profession, the graduate fulfils her/his duties and obligations with determined behaviours to provide high-quality health care within the framework of ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.	
8)	The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.	
9)	The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.	
10)	To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.	
11)	The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.	
12)	The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.	

13)	During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.	
14)	The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.	
15)	The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.	
16)	The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.	
17)	The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including individuals and groups that require a special approach and have different sociocultural characteristics.	
18)	The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.	
19)	When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other research for the benefit of the society.	
20)	The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.	
21)	The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.	
22)	The graduate effectively manages individual study and learning processes and career development.	
23)	The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.	
24)	The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
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Application	1	% 5
Homework Assignments	5	% 25
Midterms	1	% 30
Final	1	% 40
total		% 100
PERCENTAGE OF SEMESTER WORK		% 60
PERCENTAGE OF FINAL WORK		% 40
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Application	6	1			6
Project	1	30			30
Homework Assignments	5	5			25
Midterms	1	25			25
Final	1	40			40
Total Workload					126