

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>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>		
Mode of Delivery:	E-Learning		
Course Coordinator:	Dr. Öğr. Üy. NAIM 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) When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.						
2) knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.						
3) is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.						
4) knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.						
5) can distinguish pathological changes in structure and functions during						

diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.	1	2	3	4	5	6
6) knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.						
7) can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.						
8) knows the clinical decision-making process, evidence-based medicine practices and current approaches.						
9) knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.						
10) knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.						
11) is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.						
12) knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.						
13) can collect health data, analyze them, present them in summary, and prepare forensic reports.						
14) knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.						
15) knows employee health, environment and occupational safety issues and takes responsibility when necessary.						
16) knows health policies and is able to evaluate their effects in the field of application.						
17) keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.						
18) applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout						

own medical life. Course Learning Outcomes	1	2	3	4	5	6
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Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.	
2)	knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.	
3)	is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.	
4)	knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.	
5)	can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.	
6)	knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.	
7)	can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.	
8)	knows the clinical decision-making process, evidence-based medicine practices and current approaches.	
9)	knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.	
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15)	knows employee health, environment and occupational safety issues and takes responsibility when necessary.	
16)	knows health policies and is able to evaluate their effects in the field of application.	
17)	keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.	
18)	applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
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