

Dentistry			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI190		
Course Name:	Digital Marketing and Social Media Strategies		
Semester:	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: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):	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 mobile marketing applications are among the general objectives of the course.
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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.
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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) 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. Course Learning Outcomes	1	2	3	4	5	6
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

	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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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.	

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