

Business Administration (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	ITB025		
Course Name:	Digital Marketing & 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:	Departmental 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. CEMİL CAN ÇOKTUĞ		
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) Using other social sciences and mathematics, they have a broad and interdisciplinary perspective on business and management sciences.	2	1	1	1	1	1
2) They have knowledge and skills about different functions and interactions of the enterprise.	1	1	2	1	2	1
3) They can use different theoretical approaches to understanding and solving various business problems.	1	1	2	1	2	1
4) Being aware of the needs of society, they use business knowledge to meet these needs.	1	2	1	1	1	1
5) They have knowledge deeply about current problems of Turkey and Global Business World's	1	1	1	1	1	1
6) They can determine the objectives of the institution in which they are	1	2	1	3	1	1

involved, taking into account the market needs and economic conditions.						
Course Learning Outcomes	1	2	3	4	5	6
7) They can solve complex business problems by using various statistical techniques and numerical methods and makes analysis by using statistical programs effectively.	1	1	1	2	1	1
8) They can use a foreign language at least B1 General Level in terms of European Language Portfolio criteria according to the education level of a foreign language.	1	1	1	3	1	2
9) They can develops teamwork, negotiation, leadership and entrepreneurship skills.	1	1	1	1	3	1
10) They have the knowledge of universal ethical values, social responsibility awareness and sufficient level of labor law.						
11) They can identify the individual learning needs and carries out studies to correct them by developing positive attitudes about lifelong learning.						
12) They can express their ideas and solutions both written and orally, and if required they can present and publish them on both national and international platforms.						
13) They use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.						

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Using other social sciences and mathematics, they have a broad and interdisciplinary perspective on business and management sciences.	1
2)	They have knowledge and skills about different functions and interactions of the enterprise.	2
3)	They can use different theoretical approaches to understanding and solving various business problems.	1
4)	Being aware of the needs of society, they use business knowledge to meet these needs.	1

5)	They have knowledge deeply about current problems of Turkey and Global Business World's	
6)	They can determine the objectives of the institution in which they are involved, taking into account the market needs and economic conditions.	1
7)	They can solve complex business problems by using various statistical techniques and numerical methods and makes analysis by using statistical programs effectively.	1
8)	They can use a foreign language at least B1 General Level in terms of European Language Portfolio criteria according to the education level of a foreign language.	
9)	They can develops teamwork, negotiation, leadership and entrepreneurship skills.	
10)	They have the knowledge of universal ethical values, social responsibility awareness and sufficient level of labor law.	
11)	They can identify the individual learning needs and carries out studies to correct them by developing positive attitudes about lifelong learning.	
12)	They can express their ideas and solutions both written and orally, and if required they can present and publish them on both national and international platforms.	
13)	They use information and communication technologies together with computer software at the advanced level of European Computer Driving License required by the field.	2

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