

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

NEW APPROACHES in DIGITALIZATION and MARKETING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
NEW APPROACHES in DIGITALIZATION and MARKETING	YMİ3215527	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Asena TEMELLİ COŞGUN				
Name of Lecturer(s)	Assist.Prof. Asena TEMELLİ COŞGUN				
Assistant(s)					
Aim	The aim of this course is to enable students to comprehend the concept of marketing, the historical development of marketing and marketing practices that transform with changing dynamics.				
Course Content	This course contains; Digital Marketing Mix and Its Key Attributes,Marketing 4.0, Digital Marketing Applications: Virtual Reality,Digital Marketing Practices: Content Marketing and Social Media Marketing,Digital Marketing and Artificial Intelligence Applications,Digital Marketing Applications: Student Presentations,Course Presentation Definition and Purpose of Marketing,Basic Concepts and Development Process of Marketing,Transition from Traditional Marketing Approach to Modern Marketing Approach,The Changing Role of Marketing and Marketing Mix,Digital Marketing: Understanding Digital Marketing with Statistics,Characteristics of Digital Marketing: Differences Between Digital Marketing and Traditional Marketing,Digital Marketing Applications: Augmented Reality and Real Time Marketing,Digital Marketing and Storytelling,Digital Marketing: SEO and SEM,Digital Marketing Applications: Student Presentations,Digital Marketing Applications: Student Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Examine digital marketing strategies and analyze their impact on business success.			10, 9	A, E	
Understand the effective use of social media platforms and increase customer engagement on these platforms.			11, 2, 9	F	
Examines the integration of data analytics and artificial intelligence applications into marketing processes.			11, 2, 9	A, E	
Investigates the role of mobile technologies and applications in marketing activities.			10, 9	A	
Anticipate future marketing trends and develop strategies to adapt to these trends.			11, 13, 6	A, F	
Teaching Methods	10: Discussion Method, 11: Demonstration Method, 13: Case Study Method, 2: Project Based Learning Model, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
0	Digital Marketing Mix and Its Key Attributes	Reading the relevant documents			
0	Marketing 4.0, Digital Marketing Applications: Virtual Reality	Reading the relevant documents			
0	Digital Marketing Practices: Content Marketing and Social Media Marketing	Reading the relevant documents			
0	Digital Marketing and Artificial Intelligence Applications	Reading the relevant documents			
0	Digital Marketing Applications: Student Presentations	Reading the relevant documents			
1	Course Presentation Definition and Purpose of Marketing	Reading the relevant documents			
2	Basic Concepts and Development Process of Marketing	Reading the relevant documents			
3	Transition from Traditional Marketing Approach to Modern Marketing Approach	Reading the relevant documents			
4	The Changing Role of Marketing and Marketing Mix	Reading the relevant documents			
5	Digital Marketing: Understanding Digital Marketing with Statistics	Reading the relevant documents			
6	Characteristics of Digital Marketing: Differences Between Digital Marketing and Traditional Marketing	Reading the relevant documents			
8	Digital Marketing Applications: Augmented Reality and Real Time Marketing	Reading the relevant documents			
9	Digital Marketing and Storytelling	Reading the relevant documents			
11	Digital Marketing: SEO and SEM	Reading the relevant documents			
12	Digital Marketing Applications: Student Presentations	Reading the relevant documents			
13	Digital Marketing Applications: Student Presentations	Reading the relevant documents			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecturer's Notes, Presentations