

**School of Communication / New Media and Communication Systems**  
**2024 - 2025 Academic Year**  
**DIGITAL MARKETING**  
**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
DIGITAL MARKETING	YMİ4211619	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Name of Lecturer(s)</b>	Prof.Dr. Ayşen AKYÜZ				
<b>Assistant(s)</b>	PROF.DR.AYŞEN AKYÜZ				
<b>Aim</b>	The aim of this course is to ensure that students learn the basic concepts of Digital marketing and the road map of successful Digital marketing strategies and to have knowledge about issues such as digital marketing metrics, information security, SEO, mobile marketing.				
<b>Course Content</b>	This course contains; Digital Marketing-an Introduction,Digital Micro and Macro Environment,Metrics and Channels,Information Safety,Search Engine Optimization,Social Media,Digital branding and marketing mix,Digital branding and marketing mix,User Experience and Transformation,Campaign Planning,Digital Marketing Communicatins,Mobile Marketing,Content Strategy,Artificial Intelligence, Big Data.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Explain the importance of digital marketing within the business world.			10, 16, 9	A	
Design e-marketing plans			10, 16, 9	A	
Describe customer relationships across all digital channels			10, 16, 9	A	
Illustrate the use of search engine marketing, online advertising and online marketing strategies			10, 16, 9	A	
Explain the key tools and techniques of digital marketing			10, 16, 9	A	
Describe the key metrics in web and social media analytics			10, 16, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Digital Marketing-an Introduction				
2	Digital Micro and Macro Environment	Reading the section requested by the lecturer from the textbook.			
3	Metrics and Channels				
4	Information Safety				
5	Search Engine Optimization	Reading of the related white paper			
6	Social Media	Reading of the related white paper			
7	Digital branding and marketing mix	Reading the section requested by the lecturer from the relevant chapter			
8	Digital branding and marketing mix	Reading the section requested by the lecturer from the relevant chapter			
9	User Experience and Transformation	Reading the section requested by the lecturer from the relevant chapter			
10	Campaign Planning				
11	Digital Marketing Communicatins	Reading the section requested by the lecturer from the relevant chapter			
12	Mobile Marketing	Reading of the related white paper			
13	Content Strategy	Reading the section requested by the lecturer from the relevant chapter			
14	Artificial Intelligence, Big Data	Reading of the related white paper			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
Simon Kingsnorth, Dijital Pazarlama Stratejisi, Nobel Yayinevi. Powe point slides and related readings