

School of Business and Management Sciences / Business Administration (English)

2023 - 2024 Academic Year

DIGITAL MARKETING

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DIGITAL MARKETING	BUS3112151	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Principles of Marketing, Consumer Behavior, E-Commerce				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Fatih PINARBAŞI				
Name of Lecturer(s)	Assist.Prof. Fatih PINARBAŞI				
Assistant(s)					
Aim	The purpose of the course is to familiarize students with digital marketing principles, digital marketing environment, and digital marketing tools.				
Course Content	This course contains; Introduction to Digital Marketing,Digital Marketing Fundamentals,Online marketplace analysis: micro-environment,The digital macro-environment,Digital marketing strategy,Digital branding and the marketing mix / I,Digital branding and the marketing mix / II,Data-driven relationship marketing using digital platforms,Delivering the digital customer experience,Campaign planning for digital media,Marketing communications using digital media channels / I,Marketing communications using digital media channels / II,Evaluation and improvement of digital channel performance / I,Evaluation and improvement of digital channel performance / II.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to explain the important concepts in digital marketing.			10, 12, 13, 16, 9	A	
1.1. Explain the digital marketing concept.			10, 12, 13, 16, 9	A	
1.2. Classify the types of markets.			10, 12, 13, 16, 9	A	
1.3. Compare micro and macro markets.			10, 12, 13, 16, 9	A	
2. Will be able to solve the problems that Digital Marketing managers may encounter.			10, 12, 13, 16, 9	A	
2.1. Evaluate consumer digital buying behavior.			10, 12, 13, 16, 9	A	
2.2. Evaluate organizational digital buying behavior.			10, 12, 13, 16, 9	A	
2.3. Plan Market Segmentation.			10, 12, 13, 16, 9	A	
3. Will be able to explain components of digital marketing			10, 12, 13, 16, 9	A	
3.1. Use components of digital marketing.			10, 12, 13, 16, 9	A	
3.2. Plan promotion efforts.			10, 12, 13, 16, 9	A	
3.3. Compare distribution channels.			10, 12, 13, 16, 9	A	
4. Will be able to explain the components of digital customer experience.			10, 12, 13, 16, 9	A	
4.1. Explain the concept of digital customer experience.			10, 12, 13, 16, 9	A	
4.2. Define the components of the digital customer experience concept.			10, 12, 13, 16, 9	A	
4.3. Explain the relationship between digital customer experience and customer satisfaction.			10, 12, 13, 16, 9	A	
5. Will be able to explain digital channel performance evaluation.			10, 12, 13, 16, 9	A	
5.1. Explain digital channel performance metrics.			10, 12, 13, 16, 9	A	
5.2. Define platform-based performance metrics.			10, 12, 13, 16, 9	A	
5.3. Evaluate digital channel performance.			10, 12, 13, 16, 9	A	
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Digital Marketing				
2	Digital Marketing Fundamentals				
3	Online marketplace analysis: micro-environment				
4	The digital macro-environment				
5	Digital marketing strategy				
6	Digital branding and the marketing mix / I				
7	Digital branding and the marketing mix / II				
8	Data-driven relationship marketing using digital platforms				
9	Delivering the digital customer experience				
10	Campaign planning for digital media				
11	Marketing communications using digital media channels / I				
12	Marketing communications using digital media channels / II				
13	Evaluation and improvement of digital channel performance / I				
14	Evaluation and improvement of digital channel performance / II				
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		

Resources

1. Digital Marketing, 8th Edition, Pearson, Dave Chaffey and Fiona Ellis-Chadwick, 2022. Marketing in the Round: How to Develop an Integrated Marketing Campaign in the Digital Era, Gini Dietrich & Geoff Livingston, Que Pub, 2012
3. Principles of Marketing, 18th edition, Pearson, 2021, Philip Kotler Northwestern & Gary Armstrong - 9780136713982