Course Syllabus

Code - Course Title	**PZL316 - Social Media and Digital Marketing**
Course Type	V. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	PROF. DR. FATMA ZEYNEP ÖZATA

Mode of Delivery	Face to FAce
Prerequisites	There is no Prerequisites and co-requisites for this course.
Recommended Resources	Social Media (Open Education Faculty Press)
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Technological change and network economy	
Week - 2		Online consumer behavior	
Week - 3		Online marketing research	
Week - 4		Product development and innovation systems in the network economy	
Week - 5		Pricing	
Week - 6		Development of social media	
Week - 7		Social media marketing	
Week - 8		Social networks	
Week - 9		Blogs	
Week - 10		Virtual worlds and games	
Week - 11		Social media metrics and analysis	
Week - 12		Internet advertising	
Week - 13		Search engine marketing	
Week - 14		Mobile marketing	

Learning Outcomes

#	Learning Outcome
1	explain the concepts and the development of network economy
2	evaluate the effects of digital technologies and economic conditions on the consumers
3	define the primary and secondary sources of data by using digital technologies
4	evaluate product development and innovation strategies in the new economy
5	compare pricing strategies that can be used on the Internet.
6	analyse and evaluate social media campaigns
7	analyse and evaluate other marketing campaigns realized through digital technologies

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.