Course Syllabus

Code - Course Title	**PZL253 - Digital Marketing**
Course Type	III. SEMESTER
Laboratory + Practice	2+0
ECTS	**2.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	DOÇ. DR. REMZİ REHA DURUCASU

Mode of Delivery	Face to Face
Prerequisites	There is no Prerequisites and co-requisites for this course.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Digital Transformation and Digital Business	
Week - 2		Definition of Digital Marketing Concept and Its Progress	
Week - 3		Digital Marketing Steps	
Week - 4		Integration of digital marketing activities	
Week - 5		Digital Marketing Tools, Social Media Marketing	
Week - 6		Integrated Interactive Marketing	
Week - 7		Display Advertising	
Week - 8		E-Mail Marketing	
Week - 9		Search Engine Marketing (SEM)	
Week - 10		Mobile Marketing	
Week - 11		Data Warehouse and Data Mining	
Week - 12		Content Marketing and Other Digital Marketing Tools	
Week - 13		Digital Branding	
Week - 14		Case Studies on Digital Marketing Campaigns	

Learning Outcomes

#	Learning Outcome
1	evaluate the effects of digital technologies and economic conditions on the consumers
2	define the primary and secondary sources of data by using digital technologies
3	analyse and evaluate social media campaigns
4	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.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	50
Final Exam	1	50
	Sum (%)	**100**