Course Syllabus

Code - Course Title	**RHİ536 - Digital Content Marketing Methods**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. EMRAH GÜLMEZ

Mode of Delivery	This course will only face-to-face training
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Students taking this course do not need to have taken any courses before.
Recommended Resources	There are no required resources, but the following resources are recommended:- Krowinska, A., Backhaus, C., Becker, B., & Bosser, F. (2023). Digital Content Marketing: Creating Value in Practice. Taylor & Francis.- Sponder, M., Khan, G. F., & Feroz, A. K. (2018). Digital analytics for marketing. New York: Routledge.- Gülmez, E. (2021). Dijital İçerik Pazarlaması. Anadolu Üniversitesi Yayınları
Work Placement	There is no internship or any other practice that students need to do regarding the course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Concept of Content	
Week - 2		Digital Content Marketing	
Week - 3		Digital Content Marketing Tools	
Week - 4		Social Media in Terms of Digital Content Marketing	
Week - 5		Social Media Platforms	
Week - 6		Video in Terms of Digital Content Marketing	
Week - 7		Video Platforms in Terms of Digital Content Marketing	
Week - 8		Podcast in Terms of Digital Content Marketing	
Week - 9		Website and Blogs in Terms of Digital Content Marketing	
Week - 10		Influencer Marketing in Terms of Digital Content Marketing	
Week - 11		Transmedia Marketing	
Week - 12		Digital Content Marketing Analysis and Measurement Tools	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Practice: Digital Content Marketing Analysis	
Week - 14		Practice: Digital Content Marketing Analysis II	

Learning Outcomes

#	Learning Outcome
1	Have knowledge about digital content marketing.
2	Gains basic knowledge about digital content marketing tools.
3	Have knowledge about social media platforms and consumers' social media usage habits.
4	Have knowledge of digital content marketing analysis and measurement tools.
5	Gain knowledge about how to use digital content marketing analysis and measurement tools in academic studies.

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.