Course Syllabus

Code - Course Title	**PZL305U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	LECTURER DR. HAYRİYE HANDE KAYNAR

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	None
Recommended Resources	Eris, U. (Ed.)İnternet ve Mobil Pazarlama, Anadolu Üniversitesi Basımevi, 2016, Eskişehir.
Work Placement	None

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Cultural and Social Dimension of Internet and Mobile Technologies	
Week - 2		Cultural and Social Dimension of Internet and Mobile Technologies	
Week - 3		Foundations of Mobile Marketing	
Week - 4		Foundations of Mobile Marketing	
Week - 5		Mobile Commerce	
Week - 6		Mobile Commerce	
Week - 7		Midterm Exam	
Week - 8		Features of a Successful Mobile Marketing Campaign and Examples from World.	
Week - 9		Features of a Successful Mobile Marketing Campaign and Examples from World.	
Week - 10		Internet and Mobile Marketing in Turkey	
Week - 11		Internet and Mobile Marketing in Turkey	
Week - 12		Data and Data Mining in Internet and Mobile Marketing	
Week - 13		Data and Data Mining in Internet and Mobile Marketing	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Will be able to distinguish and explain the different approaches to Cultural and Social aspects of Internet and Mobile Technologies.
2	Will be able to express the concept and foundations of Mobile marketing
3	Will be able to explain mobile commerce concept and process
4	Will be able to explain and distinguish mobile advertising and its variations from each other
5	Will be able to notice a successful mobile marketing campaign and give examples from the world
6	Will be able to understand and discuss the situation of Internet and Mobile marketing in Turkey
7	Will be able to be informed of data and data mining and will be able to discuss the importance of them
8	Will be able to express the ethical and legal aspects of Internet and Mobile marketing and will be able to evaluate the incidents in those aspects

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	30
Final Exam	1	70
	Sum (%)	**100**