Course Syllabus

Code - Course Title	**WTK208U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	Assoc. Prof. Dr. Hakan ALTINPULLUK

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Professional Quality and Appearance in Web Design	
Week - 2		Web Design and Online Marketing	
Week - 3		Corporate Blog in Web Design	
Week - 4		Corporate Blog in Web Design	
Week - 5		Customer Service and Support in Web Design	
Week - 6		Customer Service and Support in Web Design	
Week - 7		Midterm	
Week - 8		Marketing Communications in Web Design	
Week - 9		Search Engine Optimization and Marketing	
Week - 10		Search Engine Optimization and Marketing	
Week - 11		Email Marketing	
Week - 12		Email Marketing	
Week - 13		Social Media Marketing and Measurement	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Explain professional quality and appearance in web design.
2	Define web design and online marketing.
3	Define the corporate blog in web design.
4	Can explain customer service and support in web design.
5	Defines marketing communication in web design.
6	Define Search Engine Optimization and marketing.
7	Define e-mail marketing.
8	Define social media marketing and measurement.

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**