Course Syllabus

Code - Course Title	**SMY104U - Digital Age Advertising**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSOC. PROF. DR. SERDAR YILDIZ

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		Digital Transformation in Advertising	
Week - 2		Digital Marketing Communications	
Week - 3		Digital Media Strategy	
Week - 4		Content Marketing	
Week - 5		Content Types for Marketing Communications	
Week - 6		Social Media Advertising	
Week - 7		Midterm Exam	
Week - 8		Mobile Marketing and Advertising	
Week - 9		Search Engine Marketing	
Week - 10		Search Engine Optimization	
Week - 11		Data Driven Advertising	
Week - 12		Marketing Communications Mix	
Week - 13		Integration of Digital Advertising Applications with Other Marketing Communication Tools	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Explain the transformation of advertising from traditional to digital
2	Define the main stages of digital media strategy
3	Define content marketing and related concepts
4	List the advertising tools used in social media
5	Explain mobile marketing and advertising practices
6	Define the basic concepts of search engine marketing
7	Explain the importance of data in digital advertising
8	Discuss how digital advertising applications are integrated with other marketing communication applications

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**