Course Syllabus

Code - Course Title	**PMY202U - E-Retailing**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. MİNE OYMAN

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		E-commerce concepts and features	
Week - 3		E-pazarlama concepts and features	
Week - 4		E-Retailing Concept and Features	
Week - 5		The Development of E-Retailing in the World and in Turkey	
Week - 6		E-Retail Business Models	
Week - 7		Midterm exam	
Week - 8		Understanding the Digital Consumer	
Week - 9		E-Store Design	
Week - 10		Security and Payment Systems in Electronic Shopping	
Week - 11		Electronic Service (E-Service) and Electronic Customer Relationship Management (E-CRM)	
Week - 12		Mobile Shopping	
Week - 13		Omnichannel Retailing and the Future of Retailing	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Evaluate the concept, scope business models of e-Retailing

Learning Outcomes

#	Learning Outcome
2	Will be able to evaluate the digital consumer, the services to be offered and E-Customer Relationship Management
3	Will be able to explain e-store design, security and payment systems
4	Will be able to define mobile shopping in terms of consumer behavior and effective factors.
5	Explain omni-channel retailing and trends in retailing

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**