

FACULTY of ECONOMICS and ADMINISTRATIVE SCIENCES BUSINESS MANAGEMENT (in English) PROGRAMME COURSE DESCRIPTION						
Name of the Course Unit	Code	Year	Semester	In-Class Hours (T+P)	Credit	ECTS Credit
DIGITAL MARKETING - BLENDED MOBILITY	BUS311	3	Summer School	3+2	4.0	5.0

General Information	
Language of Instruction	English
Level of the Course Unit	Bachelor's Degree, TYCY: Level 6, EQF-LLL: Level 6, QF-EHEA: First Cycle
Type of the Course	Programme Elective
Mode of Delivery of the Course Unit	Blended Mobility
Work Placement(s) Requirement for the Course Unit	No
Coordinator of the Course Unit	Assist. Prof. Burcu İNCİ
Instructor(s) of the Course Unit	Assist. Prof. Burcu İNCİ
Assistant(s) of the Course Unit	

Prerequisites and/or co-requisites of the course unit	
CATEGORIES OF THE COURSE UNIT	
Categories of the Course Unit	Degree of Contribution (%)
Fundamental Course in the field	% 20
Course providing specialised skills to the main field	% 20
Course providing supportive skills to the main field	% 20
Course providing humanistic, communication and management skills	% 20
Course providing transferable skills	% 20

Objectives and Contents	
Objectives of the Course Unit	This course aims students to understand why customers and data have become so essential to marketing, how brands can use customer data to market more effectively, how marketers and business owners can take full advantage of authentic content and online connections to build brand presence and foster loyalty, and learn primary means to connect and engage with customers in a digital world.
Contents of the Course Unit	Introduction to marketing and digital marketing Online market research and digital marketing strategy Search engine optimization (SEO) and user experience (UX) Web development and eCommerce Content marketing Social media marketing Direct marketing Search and social media advertising Online and display advertising Web analytics
Contribution of the Course Intending to Provide the Professional Education	Students who take the course gain practical knowledge about the concepts, theories, and issues in digital marketing, the key technologies and strategies used by firms in digital advertising and understand the key metrics in web and social media analytics.

Key Learning Outcomes of the Course Unit	
No	On successful completion of this course unit, students/learners will or will be able to:
1	Be familiar with the concepts, theories, and issues in digital marketing.
2	Familiarize with the key technologies and strategies used by firms in digital advertising.
3	Understand the key metrics in web and social media analytics.
4	Develop analytical abilities to understand how digital technology is influencing consumer behavior
5	Make independent assessment of digital marketing strategies of companies.
6	Develop teamwork, critical thinking, and business communication skills.

Learning Activities & Teaching Methods of the Course Unit		
Learning Activities & Teaching Methods of the Course Unit	<input checked="" type="checkbox"/> Lecture & In-Class Activities	<input type="checkbox"/> Land Surveying
	<input type="checkbox"/> Group Work	<input type="checkbox"/> Laboratory
	<input checked="" type="checkbox"/> Reading	<input type="checkbox"/> Assignment (Homework)
	<input checked="" type="checkbox"/> Project Work	<input type="checkbox"/> Seminar
	<input type="checkbox"/> Internship	<input type="checkbox"/> Technical Visit

	( ) Web Based Learning	( ) Implementation/Application/Practice
	( ) Practice at a workplace	( ) Occupational Activity
	( ) Social Activity	( ) Thesis Work
	( ) Field Study	( ) Report Writing

Weekly Course Contents and Study Materials for Preliminary & Further Study		
Week	Topics (Subjects)	Preparatory & Further Activities
1	Introduction to marketing and digital marketing	No file found
2	Online market research and digital marketing strategy	No file found
3	Search engine optimization (SEO) and user experience (UX)	No file found
4	Web development and eCommerce	No file found
5	Content marketing	No file found
6	Social media marketing	No file found
7	Customer relationship management (CRM)	No file found
8	MIDTERM	No file found
9	Direct marketing	No file found
10	Search and social media advertising	No file found
11	Online and display advertising	No file found
12	Web analytics	No file found
13	Web analytics	No file found
14	Digital marketing trends	No file found

SOURCE MATERIALS & RECOMMENDED READING
eMarketing: The Essential Guide to Marketing in a Digital World, 7th Edition, 2022 (available as a free downloadable PDF <a href="https://www.redandyellow.co.za/textbook/">https://www.redandyellow.co.za/textbook/</a> )

MATERIAL SHARING	
Course Notes	No file found
Presentations	No file found
Homework	No file found
Exam Questions & Solutions	No file found
Useful Links	No file found
Video and Visual Materials	No file found
Other	No file found
Announcements	No file found

CONTRIBUTION OF THE COURSE UNIT TO THE PROGRAMME LEARNING OUTCOMES						
<b>KNOWLEDGE</b>						
<b>Theoretical</b>						
<b>No</b>	<b>PROGRAMME LEARNING OUTCOMES</b>	<b>LEVEL OF CONTRIBUTION*</b>				
		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4 5</b>
1	Comprehend the fundamental concepts and theories of business administration science.					X
2	Analyze the relationships between fundamental concepts and theories of business administration science.					X
3	Illustrate the theoretical frame drawn from business operations.					X
<b>Factual</b>						
<b>No</b>	<b>PROGRAMME LEARNING OUTCOMES</b>	<b>LEVEL OF CONTRIBUTION*</b>				
		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4 5</b>
1	Comprehend the context of the underlying cases of national and international business administration.					X
2	Describe cause-effect relationships in the context of cases covered by national and international business administration cases.					X
3	Synthesis information on popular issues related to business administration.					X
<b>SKILLS</b>						
<b>Cognitive</b>						
<b>No</b>	<b>PROGRAMME LEARNING OUTCOMES</b>	<b>LEVEL OF CONTRIBUTION*</b>				
		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4 5</b>
1	Comprehend the role of business in the operation of global and national economic systems.					X

2	Analyze the effect and the contributions of external stakeholders to the relationships between business organizations.					X	
3	Analyze comments the power and benefit relationship between internal stakeholders.					X	
4	Synthesis social and technical dimensions based on the integration between business operations.						X
<b>Practical</b>							
<b>No</b>	<b>PROGRAMME LEARNING OUTCOMES</b>	<b>LEVEL OF CONTRIBUTION*</b>					
		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Use creative, innovative and analytical thinking skills to solve business administration problem.						X
2	Use modern methods and technologies of business administration in the business environment.						X
3	Behave as a leader or follower when necessary.					X	
4	Act as a team player to operate and to make a decision in business organizations.						X
5	Analyze data about business administration issues by qualitative and quantitative techniques.					X	
<b>PERSONAL &amp; OCCUPATIONAL COMPETENCES IN TERMS OF EACH OF THE FOLLOWING GROUPS</b>							
<b>Autonomy &amp; Responsibility</b>							
<b>No</b>	<b>PROGRAMME LEARNING OUTCOMES</b>	<b>LEVEL OF CONTRIBUTION*</b>					
		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Organise the business operations with an entrepreneurial spirit.						X
2	Solve business problems quickly and effectively in the national and global competition environment and uses initiative.						X
3	Develop innovative and creative projects for industry by using the accumulation of knowledge and skills.						X
4	Keep up to date the accumulation of knowledge and skill by following developments in the economics and business administration issues.						X
5	Closely follow the developments that may occur in the business profession.						X
<b>Learning to Learn</b>							
<b>No</b>	<b>PROGRAMME LEARNING OUTCOMES</b>	<b>LEVEL OF CONTRIBUTION*</b>					
		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Develop the planning, organisation, operation, coordination and auditing functions of the business management.						X
2	Develop the operations to comply with the structure of a business organization.					X	
3	Adopt their way of behavior that will ensure compliance with the new conditions as parallel to changes in business administration.						X
<b>Communication &amp; Social</b>							
<b>No</b>	<b>PROGRAMME LEARNING OUTCOMES</b>	<b>LEVEL OF CONTRIBUTION*</b>					
		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Communicate actively and constantly with other stakeholders in business administration profession.					X	
2	Solve problems by using advanced level of information technology.					X	
3	Use English language to communicate effectively and fluently.						X
<b>Occupational and/or Vocational</b>							
<b>No</b>	<b>PROGRAMME LEARNING OUTCOMES</b>	<b>LEVEL OF CONTRIBUTION*</b>					
		<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Act in accordance with moral and ethical concepts related to business administration.					X	
2	Analyze the relationships between business organization and stakeholders.					X	
3	Apply the innovative and creative thinking in the business administration fields.						X
4	Become conscious intended for the universality of democracy and human rights of the business environment, organizational justice, socio-cultural values in the way of business administration, and the environmental issues.				X		
<b>*Level of Contribution (0-5): Empty-Null (0), 1- Very Low, 2- Low, 3- Medium, 4- High, 5- Very High</b>							

<b>No</b>	<b>Key Learning Outcomes of the Course Unit</b> <i>On successful completion of this course unit, students/learners will or will be able to:</i>	<b>PROGRAMME LEARNING OUTCOMES</b>
1	Be familiar with the concepts, theories, and issues in digital marketing.	
2	Familiarize with the key technologies and strategies used by firms in digital advertising.	
3	Understand the key metrics in web and social media analytics.	
4	Develop analytical abilities to understand how digital technology is influencing consumer behavior	
5	Make independent assessment of digital marketing strategies of companies.	
6	Develop teamwork, critical thinking, and business communication skills.	

Assessment		
Assessment & Grading of In-Term Activities	Number of Activities	Degree of Contribution (%)
Mid-Term Exam	1	% 30
Computer Based Presentation	0	% 10
Short Exam	2	
Presentation of Report	0	-
Homework Assessment	1	% 20
Oral Exam	0	-
Presentation of Thesis	0	-
Presentation of Document	0	-
Expert Assessment	0	-
Board Exam	0	-
Practice Exam	0	-
Year-End Final Exam	0	-
Internship Exam	0	-
Project Assessment	0	-
<b>TOTAL</b>	<b>4</b>	<b>%100</b>
<b>Contribution of In-Term Assessments to Overall Grade</b>	<b>4</b>	<b>%60</b>
<b>Contribution of Final Exam to Overall Grade</b>	<b>1</b>	<b>%40</b>
<b>TOTAL</b>	<b>5</b>	<b>%100</b>

WORKLOAD & ECTS CREDITS OF THE COURSE UNIT			
Workload for Learning & Teaching Activities			
Type of the Learning Activities	Learning Activities (# of week)	Duration(hours, h)	Workload (h)
Lecture & In-Class Activities	10	4	40
Preliminary & Further Study	0	0	0
Land Surveying	0	0	0
Group Work	0	0	0
Laboratory	0	0	0
Reading	5	4	20
Assignment (Homework)	1	18	18
Project Work	1	20	20
Seminar	0	0	0
Internship	0	0	0
Technical Visit	0	0	0
Web Based Learning	3	3	9
Implementation/Application/Practice	2	3	6
Practice at a workplace	0	0	0
Occupational Activity	0	0	0
Social Activity	0	0	0
Thesis Work	0	0	0
Field Study	0	0	0
Report Writing	0	0	0
<b>Total Workload for Learning &amp; Teaching Activities</b>	-	-	<b>113</b>
Workload for Assessment Activities			
Type of the Assessment Activities	# of Assessment Activities	Duration(hours, h)	Workload (h)
Final Exam	1	2	2
Preparation for the Final Exam	1	7	7
Mid-Term Exam	1	2	2
Preparation for the Mid-Term Exam	1	4	4
Short Exam	0	0	0
Preparation for the Short Exam	0	0	0
<b>Total Workload for Assessment Activities</b>	-	-	<b>15</b>
<b>Total Workload of the Course Unit</b>	-	-	<b>128</b>
<b>Workload (h) / 25.5</b>			<b>5.0</b>
<b>ECTS Credits allocated for the Course Unit</b>			<b>5.0</b>

