AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Electronic Marketing						
Course Code	PAR211		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The ability of the learner to identify E-Commerce customers according to the product's product and sales strategies; customer to create marketing / sales strategies by creating databases on the internet according to their characteristics. , sales strategy and policies and customer characteristics according to the operator's E-Sales business, market and technological developments according to web page sales department related to make updates.						
Course Content	Create e-commerce customers, create databases on the Internet and help create marketing / sales strategies, create databases on the Internet and help create marketing / sales strategies, make E-Sales, and get updates on the sales page on the Web page.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion				
Name of Lecturer(s)							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

Recommended or Required Reading

1	Internet Marketing: Ramazan Aksoy

Week	Weekly Detailed Course Contents	
1	Theoretical	Identify e-commerce customers
2	Theoretical	Identify e-commerce customers
3	Theoretical	Identify e-commerce customers Create databases on the internet and help create marketing / sales strategies
4	Theoretical	Create databases on the internet and help create marketing / sales strategies
5	Theoretical	Create databases on the internet and help create marketing / sales strategies
6	Theoretical	Create databases on the internet and help create marketing / sales strategies
7	Theoretical	Create databases on the internet and help create marketing / sales strategies
8	Theoretical	E-Selling
9	Intermediate Exam	Midterm
10	Theoretical	E-Selling
11	Theoretical	E-Selling
12	Theoretical	E-Selling Having updates on the sales page on the web page
13	Theoretical	Having updates on the sales page on the web page
14	Theoretical	Having updates on the sales page on the web page
15	Theoretical	Having updates on the sales page on the web page
16	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	0	1	10
Midterm Examination	1	5	1	6

Final Examination	1	5	1	6
		Total Workload (Hours)		50
		[Total Workload (Hours) / 25*] = **ECTS**		2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Edit e-commerce activities
2	Edit e-commerce activities
3	To teach electronic markets and marketing methods specific to these markets
4	To gain knowledge and skills to analyze electronic markets
5	To develop knowledge and skills to design and implement trade tools and methods to be applied in electronic markets.

Programme Outcomes *(Marketing)*

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2
P1	5	5
P2	5	5
P3	5	4
P4	5	5
P5	4	5
P6	5	4
P7	5	5
P8	4	4
P9	5	4
P10	4	3
P11	5	5
P12	5	5
P13	4	5
P14	4	5