AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Applied Electronic Marketing					
Course Code		PAR258		Couse Level	Short Cycle (Associate's Degree)		
ECTS Credit	4	Workload	100 *(Hours)*	Theory	2	Practice	2	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; to make marketing / sales strategies by creating databases on the Internet according to customer specifications, to enable the company to make E-Sales according to sales strategies and policies and customer specifications, to make updates about the sales department on web page according to business, market and technological developments.					
Course Content		To identify e-commerce customers, to create databases on the Internet, to help create marketing / sales strategies, to make E-Sales, and to have 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	40
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
Lecture - Practice	14	0	2	28
Assignment	32	0	1	32

Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
			Total Workload (Hours)	100
			[Total Workload (Hours) / 25*] = **ECTS**	4

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Edit e-commerce activities
2	Applying e-commerce activities
3	To teach electronic markets and marketing methods specific to these markets
4	To gain knowledge and skills to develop marketing strategies specific to 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
P1	5
P2	5
P3	3
P4	5
P5	5
P6	5
P7	5
P8	5
P9	5
P10	5
P11	4
P12	3
P13	5
P14	5