



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 (<i>Hours</i>)	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	60

Recommended or Required Reading

1	Internet Marketing: Ramazan Aksoy
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Week	Weekly Detailed Course Contents	
1	Theoretical	Identify e-commerce customers
2	Theoretical	Identify e-commerce customers
3	Theoretical	Identify e-commerce customersCreate 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	E-Selling
10	Theoretical	E-Selling
11	Theoretical	E-Selling Having updates on the sales page on the web page
12	Theoretical	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

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 (Business Administration Management)

1	To be able to use the theoretical knowledge in business management in working life
2	Having the ability to use the management functions of the business and following new management techniques
3	To be able to fulfill the legal responsibilities of the operator, to have the knowledge and equipment to follow and implement the relevant legislation
4	To be able to use the information and communication technologies at the level required by the field, to adapt the new technologies to the operating systems by following the technological changes
5	To identify, analyze and bring solutions to problems encountered in professional practice
6	Managing business financing; bringing a solution to the financial problems by making the financial analysis of the business
7	Gaining the ability to manage the business by ensuring that the human resources operate and develop efficiently in line with business objectives
8	To be able to comprehend the basic functions of production and marketing as a whole and to be able to apply new production and marketing techniques
9	To be able to perform cost calculations in enterprises, to hold accounting records, to prepare financial statements and to be able to interpret
10	Having professional ethical values sought in the qualified personnel required by the market, and able to use Turkish language effectively in written and oral communication; To be able to have professional foreign language knowledge that can make international correspondences related to the field
11	Having analytical analysis, interpretation, evaluation and solution skills of field related information
12	To be able to follow and apply current and economic developments in national and international framework related to his / her profession

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

	L1	L2
P1	4	3
P2	2	1
P3	1	2
P4	1	1
P5	2	1
P6	1	1
P7	1	2
P8	1	1
P9	2	2
P10	4	5
P11	1	1
P12	3	4

