



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Internet Marketing							
Course Code		HAT211		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	103 ( <i>Hours</i> )	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		To be able to demonstrate the importance of the internet in terms of marketing. To be able to provide information about E-mail and the management. To be able to teach about the concepts basic tools of the Internet (Web Sites, Portals, Blogs) to students. Tobe able to provide basic information on the internet advertising strategies.							
Course Content		Introduction to Internet Marketing on Internet, Basic Tools of Internet (Web Sites, Portals, Blogs), Web Site Security and Case Studies, Internet Marketing Mix (E-Competition, E-Buyer, E-Product), Promotion Strategies, Ad Boards, Newsgroups and social networking sites, Internet Advertising Strategies							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study					
Name of Lecturer(s)		Lec. Nurdanur TAVLAN SOYDAN							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Marketing on Internet, Aksoy, R., Ankara, 2009.
2	Marketing on Internet, Kırçova, İ., İstanbul, 2012.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Internet Marketing
2	Theoretical	Internet Basic Instrument: Website, Portals, and Blogs
3	Theoretical	Marketing Mix in Internet: E-Competition, E-Consumer, E-Product
4	Theoretical	Marketing Mix in Internet: E-Price, E-Place, E-Promotion
5	Theoretical	Domain Solutions and Design
6	Theoretical	Search Engine Strategies
7	Theoretical	E-Mail Strategies and Communication
8	Intermediate Exam	Midterm Exam
9	Theoretical	Newsletter Systems (RRS and 3rd Party Softwares)
10	Theoretical	Promotion Strategies
11	Theoretical	Online Billboards, News Groups, Social Networking Sites
12	Theoretical	The Internet Advertising Strategies
13	Theoretical	Partnership on Internet – 1
14	Theoretical	Partnership on Internet - 2
15	Theoretical	Website Security and Case Studies
16	Theoretical	Final Exam
17	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Lecture - Practice	14	1	1	28
Assignment	3	2	1	9
Midterm Examination	1	4	1	5



Final Examination	1	4	1	5
Total Workload (Hours)				103
[Total Workload (Hours) / 25*] = <b>ECTS</b>				4
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To know the concepts of marketing and internet marketing.
2	To be able to understand the differences between classical marketing and internet marketing by revealing the dimensions of internet marketing.
3	To be able to assimilate the advantages of internet marketing.
4	To be able to comprehend the benefits and difficulties of the Internet for consumers and marketers.
5	To be able to analyze successful and unsuccessful websites.

### Programme Outcomes (Public Relations and Publicity)

1	To be able to possess theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	To be able to own an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

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

	L1	L2	L3	L4	L5
P1	3	2	3	4	3
P2	4	3	4	4	3
P3	5	4	5	3	4
P4	1	3	1	4	3
P5	1	2	1	3	2
P6	5	4	5	3	2
P7	2	3	2	3	3
P8	3	2	3	3	2
P9	1	2	1	2	2

