AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Electronic Marketing						
Course Code	LGT261		Couse Level		Short Cycle (Associate's Degree)		
ECTS Credit	3	Workload	75 *(Hours)*	Theory	1	Practice	1	Laboratory	0
Objectives of the Course	The electronic introduction to marketing, e-business, e-commerce and e-marketing concepts and the development of marketing on the internet, and Internet marketing, Internet marketing, marketing process, electronic markets, electronic marketing target market strategies e-marketing product/service price, e-marketing and promotion decisions, the decisions and the creation of the distribution on the internet, marketing strategy, online shopping, electronic payment systems, internet, environment, consumer protection, advertising on the internet, marketing research on the internetthe basic rules of the ad on the internet, and advantages.						
Course Content	The aim is enabling the students to define e-marketing customers in accordance with the products and sales strategies of the business; to assist the constitution of the marketing/sales strategies by creating a database on Internet according to the customer characteristics, to realize e-sales according to the marketing strategies and policies of the business and to the customer characteristics and to cause updates in the sales section of the website according to the business, market and technological developments.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods		Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)	Ins. Cahit İNCİOĞLU						

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Fatih ÖNCÜ, E-Pazarlama, Literatür Yayınları, 2004.
2	İbrahim KIRÇOVA, İnternette Pazarlama, Beta Basım Yayım Dağıtım, 2008

Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of Internet and its role in communication and marketing. Marketing strategies in Internet
2	Theoretical	E-marketing elements
3	Theoretical	Creating database on Internet
4	Theoretical	Marketing strategies in Internet
5	Theoretical	Definition of customer profiles and needs through databases
6	Theoretical	Marketing strategies compliant to customer profiles and needs
7	Theoretical	Competition analysis and e-marketing strategies
8	Theoretical	Problems arising in e-marketing(Quiz)
9	Theoretical	Problems arising in e-marketing
10	Theoretical	Updates of sales sections in the website
11	Theoretical	Testing of marketing elements in e-marketing
12	Theoretical	Constitution of strategies related to the sales section of the website
13	Theoretical	Marketing elements according to strategies of the sales section in the website
14	Theoretical	Customer satisfaction in e-marketing

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	0	28
Lecture - Practice	14	2	0	28
Assignment	1	0	13	13
Midterm Examination	1	1	1	2

Final Examination	1	3	1	4
		Total Workload (Hours)		75
		[Total Workload (Hours) / 25*] = **ECTS**		3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	1. Being able to comprehend e-marketing activities
2	2. E-marketing elements
3	3. Creating database on Internet
4	4. Marketing strategies in Internet
5	5. Being able to design the e-marketing operation
6	6. Being able to analyze the e-marketing customer profile
7	7. Being able to solve e-marketing problems
8	8. Being able to apply e-marketing developments

Programme Outcomes *(Local Authorities)*

1	Has fundamental, current, and applied knowledge in their field; analyzes this knowledge and uses it to solve professional problems.
2	Possesses knowledge of occupational health and safety, environmental awareness, sustainability, and quality management processes, and integrates them into practice.
3	Follows current developments and innovative practices in their field and effectively applies the acquired knowledge in professional practices.
4	Effectively uses information technologies (software, data analysis, digital tools) relevant to their field.
5	Independently analyzes and evaluates professional problems and issues with an analytical and critical approach; develops and implements solutions.
6	Expresses and presents knowledge and skills clearly and understandably through written, oral, and digital communication tools.
7	Actively contributes to teamwork and assumes responsibility to solve unforeseen and complex problems encountered in field-related applications.
8	Has awareness of career management, lifelong learning, professional development, and personal awareness; sets individual goals in these areas.
9	Utilizes scientific methods in the collection, analysis, application, and dissemination of data related to their field and acts in accordance with social, cultural, and ethical values.
10	Effectively uses a foreign language to follow literature in their field and communicate with national and international colleagues.

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

	L1	L2	L3	L4	L5	L6	L7	L8
P1	5	4	3	5	4	3	4	5
P2	4	5	4	3	5	2	3	4
P3	5	5	4	5	4	2	5	5
P4	5	3	4	5	5	4	5	5
P5	4	4	5	4	5	2	5	5
P6	5	3	4	4	5	4	5	5
P7	3	3	3	3	3	2	4	5
P8	2	2				3	5	5
P9	4	4	5	5	5	5	5	5