



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Electronic Marketing							
Course Code		LGT261		Course 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 İNCİÖĞLU							

Assessment Methods and Criteria

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

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
9	Theoretical	MidTerm Exam
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
15	Theoretical	General review
16	Theoretical	Final Exam

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	Theoretical knowledge in the field of public administration and local governments to use in working life and lifelong learning to be conscious.
2	To have the ability to use the functions of local government, public administration to adapt to contemporary approaches
3	Problems encountered in professional practice to identify, analyze and propose solutions to have the ability to bring.
4	Professional legal regulations to be equipped, and keep track of changes, use the.
5	Local and collective needs, expectations, and to have knowledge about efficient service delivery.
6	urkish political life, political orientations, political power, political culture and to have competence in matters of contemporary political ideologies.
7	Understanding of contemporary urbanism, urban planning, urban land management, housing and environmental issues and policies to be competent.
8	Decentralization, local democracy and civil society to gain competence on a case.
9	Having the necessary values in the field of professional ethics; written-verbal communication and correspondence with the field of information-communication technologies and be able to use.
10	Land use plans, zoning laws and regulations to have knowledge of subjects covered.
11	The process of globalization and the country's internal dynamics, to analyze the process of democratization.
12	The Constitution, fundamental rights and freedoms, civil servants, law and public law legislation have sufficient knowledge about professional ethics.

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

	L1	L2	L3	L4
P1	3	3	3	3
P2	3	3	3	3
P3	3	3	3	3

