AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Marketing on the Internet						
Course Code	HİT211		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	This course is intended to do with the student's e-commerce applications.						
Course Content	To plan and carry out activities in electronic commerce.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods		Explanation (Presentation)					
Name of Lecturer(s)	Ins. Aysun ŞAHİN						

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İnternet Ortamında Pazarlama, R. Aksoy, Seçkin Yayıncılık, Ankara, 2006.
2	E-Ticaretin Temelleri, D. Olcay, Pusula Yayıncılık, İstanbul, 2010.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of E-Commerce
2	Theoretical	Electronic Commerce Regulations
3	Theoretical	Electronic Commerce Regulations
4	Theoretical	Electronic Contracts
5	Theoretical	Electronic Signature
6	Theoretical	E-Commerce Tools
7	Theoretical	Electronic Commerce Applications
8	Theoretical	Electronic Trading Methods
9	Theoretical	Electronic Trading Methods
10	Theoretical	Electronic Trading Methods
11	Theoretical	Electronic Commerce Payment Methods
12	Theoretical	Electronic Commerce Payment Methods
13	Theoretical	Electronic Commerce Payment Methods
14	Theoretical	Electronic Commerce Payment Methods

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	5	2	0	10
Seminar	6	2	0	12
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
			Total Workload (Hours)	100
			[Total Workload (Hours) / 25*] = **ECTS**	4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To plan electronic commerce activities

2	to conduct their activities in electronic commerce
3	Define the concept of electronic marketing
4	Define the concepts of digital marketing and mobile marketing
5	Social networks and marketing integration are discussed.

Programme Outcomes *(Public Relations and Publicity)*

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and eveluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowlegde related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L3	L5
P1	4	5	5
P2	4	5	5
P3	4	5	5
P4	4	5	5
P5	4	5	5
P6	4	5	5
P7	4	5	5
P8	4	5	5
P9	4	5	5
P10	4	5	5
P11	4	5	5