



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Electronic Marketing							
Course Code		İPZ211		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Aim of this lesson is transferred new economi and marketing process in the new economi							
Course Content		New economy, internet and basic concepts, Marketing in the new wconomi and future of marketing, E-product, E-price, E-promotion, E-place							
Work Placement		Students must have to complete their internship within the required time and properties. The required rules are describes at the Adnan Menderes University, Sultanhisar Vocational School, Student Internship Instructions.							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Zafer ŞANLI							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İbrahim Kircova, İnternette Pazarlama, İstanbul,1997
2	Ramazan Aksoy, İnternet Ortamında Pazarlama, Ankara, Seçkin Yayınları, 2006

Week	Weekly Detailed Course Contents	
1	Theoretical	New economy, internet and basic concepts
	Preparation Work	Examination of course materials
2	Theoretical	Marketing in the new wconomi and future of marketing
	Preparation Work	Examination of course materials
3	Theoretical	Development of marketing approach
	Preparation Work	Examination of course materials
4	Theoretical	Environment of internet and web
	Preparation Work	Examination of course materials
5	Theoretical	Strategic motivation elements of marketing in the internet
	Preparation Work	Examination of course materials
6	Theoretical	Electronic competition
	Preparation Work	Examination of course materials
7	Theoretical	Electronic consumer
	Preparation Work	Examination of course materials
8	Preparation Work	Preparation for midterm exam
	Intermediate Exam	Midterm
9	Theoretical	Information systems and e-marketing research
	Preparation Work	Examination of course materials
10	Theoretical	E-product
	Preparation Work	Examination of course materials
11	Theoretical	E-price
	Preparation Work	Examination of course materials
12	Theoretical	E-place
	Preparation Work	Examination of course materials
13	Theoretical	E-promotion
	Preparation Work	Examination of course materials
14	Theoretical	Security and realibility
	Preparation Work	Examination of course materials



15	Theoretical	Case study
	Preparation Work	Examination of course materials
16	Preparation Work	Preparation for final exam
	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	9	1	10
Final Examination	1	11	1	12
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Comprehending the basic concepts of electronic marketing
2	Contribute to develop marketing strategy in the electronic field
3	Contribute to develop product strategy in the electronic field
4	Contribute to develop price strategy in the electronic field
5	Contribute to develop promotion strategy in the electronic field
6	Contribute to develop place strategy in the electronic field
7	Contribute to develop confidence and reliability in the electronic field

Programme Outcomes (Business Administration Management)

1	Define their fundamental information and capabilities related to the Business management.
2	Command on the management functions and accounting practices theoretically and will be able to implement them practically.
3	Determine managerial/structural/legal components required to found an effective business.
4	Shall dissolve financial situation of business on basic level.
5	Use the economical information obtained in micro and macro scale, in their occupational lives.
6	Implement the developed package programs together with the fundamental information technologies related to their field.
7	Have the professional ethics in business life and business relations.
8	Reveal office order, working conditions, ability of coherence to the team work in business establishment
9	Develop an awareness for the need for life long learning
10	To follow national and international contemporary issues
11	To become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

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
P1	3	3	3	3	3	3	3
P9	3	3	3	3	3	3	3
P10	3	3	3	3	3	3	3

