AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Electronic Marketing Methods						
Course Code	ULT336			Couse Level	First Cycle (Bachelor's Degree)		
ECTS Credit	6	Workload	153 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	The main purpose of this course is to introduce the rapid-developing new trade and marketing settings and prospects, teach how to apply marketing knowldege in e-business settings and develop skills and proficiencies to analyze opportunities in electronic markets and design and implement pertaining marketing strategies.						
Course Content	In the light of developments in marketing, electronic marketing concept, basic Internet concepts, electronic commerce infrastructure, developments in electronic commerce will be introduced. Internet store development process and issues related to development of marketing mix in electronic settings will be discussed.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Individual Study				
Name of Lecturer(s)							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Şule ÖZMEN, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009.

Week	Weekly Detailed Course Contents	
1	Theoretical	The aim of the course and the course, its execution, the Network Economy and Electronic Commerce concepts.
2	Theoretical	Concepts of e-transformation, and E-Commerce
3	Theoretical	E-Business Models
4	Theoretical	Features of the Web Site and E-Service Quality
5	Theoretical	Electronic marketing concepts and strategies
6	Theoretical	Customer relationship management and e-CRM
7	Theoretical	Data Warehousing and Data Mining
8	Theoretical	Electronic Commerce Payment Systems
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Electronic Commerce Security
12	Theoretical	Electronic marketing, marketing mix, product-price
13	Theoretical	Electronic marketing, marketing mix, distribution-promotion
14	Theoretical	Using e-marketing, social media
15	Theoretical	Consumer behavior on the Internet
16	Final Exam	Finals

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Individual Work	13	0	2	26
Midterm Examination	1	25	1	26

Final Examination	1	35	1	36
		Total Workload (Hours)		153
		[Total Workload (Hours) / 25*] = **ECTS**		6

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to learn direction of development of new trade in the world.
2	To be able to learn electronic markets marketing methods.
3	To be able to enhance ability and proficiency to analyze electronic markets.
4	To be able to get information about Internet environment-specific adjustment.
5	To be able to enhance abilities and proficiency to design and implement trading instruments and methods that would be applied to electronic markets.

Programme Outcomes *(Human Resources Management)*

1	Having adequte scientific knowledge of Human Resources Management, basic business concepts and other social sciences
2	Thinking critically and analytically
3	Having knowledge of communication and information technologies
4	In-depth understanding of the research process and application of a range of research techniques into studies, researches and projects
5	In-depth understanding of usage of Human Resources Management and other social sciences theoretical and applied knowledge together.
6	Ability to interpret basic Business concepts from Human Resource Management perspective
7	Ability to implement basic HRM responsibilities in institutions such as HR Planning and staffing, labor relations, occupational healthy and safety, training planning, performance and rewards management, career planning, employment and interview techniques and legal HR issues
8	Implementing quality process approach into HRM process by considering institutional development, internal and external customer satisfaction; in case of need, having sense of responsibility making contribution for problem solving and continuous development and process excellence ability by problem identification, goal setting, reorganisation and change management skills
9	Management of resources and assets by considering budgetary, financial and legal issues; management of projects/operations with the ability of planning, implementation, and auditing; Having skills on management of self and other people
10	Enriching result oriented working approach with continous learning approach
11	Strong oral and written communication skills and ability to present ideas and information effectively
12	Monitor and communicate with colleagues in a foreign language using at least the European Language Portfolio B1 General Level
13	Ability to work with people of various cultural and educational background by valuing team work, developing emphathy and listening skills
14	Being conscious on social, academic and professional ethical values
15	Development of critical theoretical appreciation of ´how´, ´why´ and ´where´ HRM contributes to and supports employee and societal development, and implementing these approach for applied and graduate projects and working life

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

	L1	L3	L5
P1		3	2
P3	4		3
P4		3	
P5			4
P6	3		
P7		4	
P8	3		4
P9		5	
P10	4		4
P12	4		
P13		4	
P15	5	3	5