



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Digital Marketing							
Course Code		BAS117		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	55 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to provide access to information, communication with the environment, all kinds of goods and services, and not to be outside of this dynamic system, but to help to choose online advertising and marketing channels suitable for all kinds of ideas, products and services. size, market unexplored opportunities, threats brief (SWOT) to give an idea about, real-life digital marketing examples to give examples, to reach the goal you want your business to achieve the power of the Internet to provide the necessary tools-tools.							
Course Content		Understand digital marketing, Define your digital marketing strategy, Understand digital consumers, Build an effective website, Understand the importance of search engines, Understand social media, Understand mobile marketing, Understand online public relations.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Mustafa Seçkin AYDIN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Digital Marketing, Damian Ryan, Kültür Publishing, 2017.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Giving general information about the lesson and department.
2	Theoretical	Understand traditional, modern and digital marketing.
3	Theoretical	The importance of digital marketing strategy.
4	Theoretical	The importance of the website and the subtleties of building an effective website.
5	Theoretical	The importance of searching engines.
6	Theoretical	What is SEO, SEM, PPC?
7	Theoretical	What is SEO, SEM, PPC?
8	Intermediate Exam	Mid-term exam.
9	Theoretical	Understanding social media.
10	Theoretical	Understanding social media.
11	Theoretical	Understanding mobile marketing.
12	Theoretical	Understanding mobile marketing.
13	Practice	Understanding online public relations.
14	Theoretical	Understanding mobile marketing.
15	Theoretical	Convincing your boss to invest in digital marketing.
16	Final Exam	Final exam.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	1	1	1	2
Midterm Examination	1	4	1	5



Final Examination	1	5	1	6
Total Workload (Hours)				55
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Learns the differences between traditional, modern and digital marketing.
2	Recognize concepts such as SEO, SEM, PPC.
3	Know the importance of search engines and what you need to build an effective website.
4	Recognizes mobile marketing, social media and realizes the necessity of being online.
5	Understands the necessity of digital marketing.

Programme Outcomes (Banking and Insurance)

1	Having adequate infrastructure in the fields of economics, law, accounting, basic management, management and field; to use theoretical and practical knowledge in these areas.
2	To acquire the ability to use computer software and hardware at the basic level required by the field
3	To be able to interpret and evaluate data, to be able to identify and analyze problems using basic knowledge and skills acquired in the field
4	To have a consciousness of historical values, social responsibility, universal, social and professional ethics
5	To be able to identify and effectively use the modern techniques, tools and information technologies required for applications related to the field.
6	Having the ability to plan and project using the professional environment and tools related to the field
7	Be equipped with the ability to produce solutions, take responsibility in teams or in individual work

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

	L1	L2	L3	L4	L5
P2	4	4	5	4	5
P3	4	5	4	5	4
P5	4	4	4	4	5
P6	4	5	5	5	4
P7	4	4	4	4	5

