



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Electronic Marketing Methods							
Course Code		ISL314		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	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 knowledge in e-business settings and develop skills and proficiencies to analyze opportunities in electronic markets and design and implement pertaining marketing strategies.							
Course Content		Electronic marketing concept on the lights of developments of marketing concept, basic Internet concepts, infrastructure of electronic commerce and developments in electronic commerce, Internet store development process and developing electronic marketing mix.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)		Lec. Esma DURUKAL							

Prerequisites & Co-requisites

ECTS Requisite	75
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Assessment Methods and Criteria

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

Recommended or Required Reading

1	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009.
2	AKSOY, Ramazan, İnternet Ortamında Pazarlama

Week	Weekly Detailed Course Contents	
1	Theoretical	The aim of the course and the course, its execution, the Network Economy and Electronic Commerce concepts of
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
2	Theoretical	Concepts of e-transformation, and E-Commerce
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
3	Theoretical	E-Business Models
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
4	Theoretical	Features of the Web Site and E-Service Quality
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
5	Theoretical	Electronic marketing concepts and strategies
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
6	Theoretical	Customer relationship management and e-CRM
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
7	Theoretical	Data Warehousing and Data Mining



7	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
8	Theoretical	Midterm Exams
9	Theoretical	Data Warehousing and Data Mining
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
10	Theoretical	Electronic Commerce Payment Systems
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
11	Theoretical	Electronic Commerce Security
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
12	Theoretical	Electronic marketing, marketing mix, product-price
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
13	Theoretical	Electronic marketing, marketing mix, distribution-promotion
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
14	Theoretical	Using e-marketing, social media
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
15	Theoretical	Consumer behavior on the Internet
	Preparation Work	ÖZMEN, Şule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009. KIRCOVA, İbrahim, İnternette Pazarlama, Beta Basım Yayım, İstanbul, 2008. AKSOY, Ramazan, İnternet Ortamında Pazarl
16	Final Exam	Final Exams
17	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	28	1	29
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to Learn direction of development of trade and new trade environment in the world
2	To be able to Learn electronic markets and electronic market-specific 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 of the marketing mix elements,
5	To be able to Gain abilities and proficiency to develop strategies peculiar to electronic markets,
6	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 (International Trade and Finance)

1	To become individuals having high intellectual capacity, improved social skills, positive thinking, the ability to adapt to different environments and institutions
2	To have technical equipment, flexible thinking and action ability and multiple language skills to be capable of working in international platforms
3	To be able to utilize the basic knowledge they obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of International Trade and Finance in accordance with the requirements of the globalized business world



4	To develop suggested solutions and recommendations by informing the people and institutions predicting regional, national and international problems in the fields of international trade and finance with a proactive approach
5	To possess the ability of analytical thinking and the ability to synthesize with quantitative proficiency as required in the program
6	To have the characteristics to inquire and investigate the knowledge and skills acquired during the education process in relation to the requirements of existing market conditions
7	To identify and analyze the validity of theories related to the international trade and finance and their relationships regarding current conditions
8	To possess the knowledge of a second foreign language to the extent of their individual abilities, besides the competency in the English language to be able to communicate effectively
9	To have the qualifications of managing and being managed to solve existing and potential problems encountered in practice
10	To be able to organize activities that will contribute to the personal and professional development of the employees in the department where he/she holds an executive position

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
P1	2	2	2	2	2	3
P2	2	3	3	2	3	2
P3	2	4	2	3	5	2
P4	3	5	3	3	3	3
P5	4	4	3	3	4	3
P6	3	4	4	4	4	4
P7	2	3	4	4	3	4
P8	5	2	3	4	3	3
P9	3	2	3	3	2	4
P10	3	3	5	2	2	2

