



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Web Based Selling Methods							
Course Code		KZM116		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	1	Practice	2	Laboratory	0
Objectives of the Course		At the end of the course, it is aimed that the student will have knowledge about web-based sales technologies and have the knowledge and skills to make applications.							
Course Content		Web-based applications, e-commerce applications, current legislation							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Project Based Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	40
Term Assignment	1	30
Report	1	30

Recommended or Required Reading

1	Lecture notes
2	Related law and regulations

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to web-based technologies
2	Theoretical	Introduction to web-based technologies
3	Theoretical	E-commerce and its applications
4	Theoretical	E-commerce and its applications
5	Theoretical	E-commerce and its applications
6	Theoretical	Social media and marketing applications
7	Theoretical	Social media and marketing applications
8	Intermediate Exam	Midterm exam
9	Theoretical	Social media and marketing applications
10	Theoretical	Social media and marketing applications
11	Theoretical	Customer-oriented marketing
12	Theoretical	Customer-oriented marketing
13	Theoretical	Advertising and marketing applications
14	Theoretical	Advertising and marketing applications
15	Theoretical	Advertising and marketing applications
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	7	2	2	28
Lecture - Practice	7	2	2	28
Assignment	3	1	1	6
Term Project	1	5	1	6
Midterm Examination	1	1	2	3



Final Examination	1	1	2	3
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Learns web based marketing applications.
2	Learns internet and related technologies.
3	Learns e-trade and its applications.
4	Have information about consumer behavior.
5	Gains knowledge of e-commerce and legal legislation.

Programme Outcomes (Cosmetic Technology)

1	To define and classify cosmetics.
2	To learn the classification of cosmetic raw materials, purposes, products to use and what properties should be carried.
3	To describe and classify toxicity, to learn toxic substances and analyze methods.
4	To learn laboratory safety, to apply safety precautions when working with dangerous chemicals.
5	To learn and apply necessary tests for cosmetic raw materials, intermediates and finished products.
6	To perform a scientific study, analyze study and report results of study scientifically.
7	To interpret experimental results, to evaluate data in point of cosmetic science.
8	To act in accordance with the principles of ethics, to have awareness of professional and ethical responsibility.
9	To be individuals who are committed to Atatürk's Principles and Revolutions, contemporary, democratic, secular, protecting and developing their country, protecting their nation, respecting human rights, protecting nature, non-discriminatory, adhering to their traditions and customs, and protecting their values.
10	To be an individual who has completed his personal development, can adapt to society and contribute positively

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

	L1	L2	L3	L4	L5
P1	2	2	2	2	2
P8	2	2	2	2	2

