



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: BUSINESS ADMINISTRATION			
Course Title: DIGITAL MARKETING		Course Org. Title: DIGITAL MARKETING	
Course Level: Bachelor's Degree		Course Code: MRK 4233	
Language of Instruction: English		Form Submitting/Renewal Date 21/09/2020	
Weekly Course Hours: 3		Course Coordinator: DR.ÖĞR.ÜYESİ SUMEYRA DUMAN	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 5



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
International Trade and Business (English)	Elective Course
International Business and Trade	Elective Course
BUSINESS ADMINISTRATION	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Instructor/s:

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Course Objective:

This course aims to understand trends that may shape the future of digital marketing. This course will provide an opportunity to develop knowledge as to how to apply digital media such as the web, email, mobile and interactive TV in order to effectively market a firm's products and services and explore the realities and implications of e-business from a marketer's perspective.

Learning Outcomes:

- 1 Students will be able to demonstrate knowledge about internet, information technology and usage of them in marketing by considering the ethical issues to explain how they offer benefits and challenges to consumers and marketers.
- 2 Students will be able to demonstrate and show appreciation of successful and unsuccessful web-sites from a marketer perspective
- 3 Students will be able to understand online consumer behavior to outline the characteristics and differences of consumers in online exchange
- 4 Work effectively as part of a team participating and interacting in the group in a productive manner for him/herself and for the group as a whole
- 5 Demonstrate high communication skills through presenting a written report

Learning and Teaching Strategies:

1. Lecture
2. Discussion
3. Group Study

Assessment Methods:

Name	Code	Calculation formula
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Further Notes about Assessment Methods:

1. Assignment (60%): Groups will choose a company which operates also through digital platforms and throughout the semester they will prepare projects related to the concepts discussed in the class considering the company they have chosen. They will prepare a written report and make a presentation. First four assignments are worth 10 % each, fifth assignment is worth 20%. The assignments that are not presented will not be graded.
2. Term Project (40%): At the end of the semester, students will individually prepare a written report about the topics covered throughout the course. No presentation.



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Assessment Criteria:

- 1) Late submissions of reports and the assignments that are not presented will not be graded.
- 2) No excuses for the assignments, discussions and presentations will be accepted.
- 3) Students must attend class discussions in order to gain points from assignments.

Textbook(s)/References/Materials:

Chaffey, D. & Ellis-Chadwick, F. (2019), Digital Marketing: Strategy, Implementation and Practice, Prentice Hall: Italy, 7th Edition.

Various Digital Marketing books.

Course Policies and Rules:

1. Students will attend 70% of the course.
2. Students are expected to participate actively in class discussions.
3. Students are expected to attend to classes on time.
4. Students must obey the time limits of their presentation.

Contact Details for the Instructor:

Asst. Prof. Sumeyra Duman
Room: 131/B, e-mail: sumeyra.duman@deu.edu.tr

Office Hours:

To be announced later

Course Outline:

Week	Topics:	Notes:
1	Chapter 1: Introducing Digital Marketing	

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2	Chapter 2: Online Marketplace Analysis: Micro-Environment Chapter 3: The Internet Macroenvironment	Students will form groups and select a company for upcoming assignments
3	Assignment 1: Digital Micro and Macro Environment Analysis of Selected Companies	
4	Chapter 4: Digital Marketing Strategy	
5	Assignment 2: Evaluation of Selected Companies' Digital Marketing Strategies	
6	Chapter 5: The Internet and the Marketing Mix	
7	Assignment 3: Examination of Digital Marketing Mix Implications of the Selected Companies	
8	Chapter 6: Relationship Marketing Using Digital Platforms	
9	Assignment 4: Analysis of E-CRM Applications of Selected Companies	
10	Chapter 8: Campaign Planning for Digital Media Chapter 9: Marketing Communications Using Digital Media Channels	
11	Assignment 5: Preparation of Digital Marketing Campaign for Selected Companies	
12	Chapter 10: Evaluations and Improvement of Digital Channel Performance	



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ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	12	3	36

Exams

Project Assignment	1	1,5	2
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Out of Class activities

Project Preparation	1	20	20
Preparing assignments	5	10	50
Preparing presentations	5	5	25
Total Work Load (hour)			133
ECTS Credits of the Course= Total Work Load (hour) / 25			5