

COURSE RECORD

Code	BA 331
Name	Essentials of Digital Marketing
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	BA 203
Description	This course offers a structured exploration of digital marketing, guiding students from fundamental concepts to strategy, implementation, and performance evaluation. Rather than executing full-scale campaigns, students learn how digital marketing activities are planned, executed, and assessed in real-world contexts. Weekly sessions incorporate small-scale exercises, quizzes, and case-based discussions to reinforce key topics such as digital branding, customer experience, and data-driven decision-making. The course emphasizes developing a critical understanding of the digital environment and building analytical skills to evaluate digital marketing effectiveness. Blending theoretical foundations with applied insights, it prepares students to engage with today's dynamic digital landscape confidently and competently.
Objectives	Developing a foundational understanding of digital marketing within its micro and macro environmental contexts. Evaluating how digital strategies are shaped by branding, customer experience, and platform dynamics. Interpreting performance data and metrics to assess digital marketing effectiveness. Engaging with weekly exercises and case-based discussions to strengthen analytical thinking and applied insight.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> L01. Illustrate the micro and macro environmental factors that shape digital marketing decisions. L02. Explain how digital strategies are developed based on branding, customer insights, and platform dynamics. L03. Apply key digital marketing concepts to analyze examples from real-world cases. L04. Evaluate the effectiveness of digital marketing activities using relevant performance indicators. L05. Interpret web analytics data to inform marketing decisions.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
L01	4	3	0	1	2	4	0	2	0	5
L02	5	5	0	1	2	5	0	2	0	3
L03	3	5	0	1	2	3	0	5	0	3
L04	3	5	0	1	2	3	0	3	0	3
L05	4	4	0	1	2	4	0	4	0	3

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
L01	4	3	0	3	3	4	2
L02	3	3	0	2	3	4	2
L03	4	3	0	0	3	2	2
L04	2	3	0	0	3	2	2
L05	2	3	0	1	3	3	2

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
Online marketplace analysis: micro-environment	L01
Digital marketing strategy	L01, L02
Digital branding and the marketing mix	L01, L02, L03
Delivering the digital customer experience	L02, L03
Campaign planning for digital media	L03, L04
Evaluating and improvement of digital channel performance	L04, L05

DERS BİLGİLERİ

Kodu	BA 331
İsmi	Dijital Pazarlamanın Temelleri
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 203
İçerik	Bu ders, öğrencilere temel kavramlardan stratejiye, uygulamaya ve performans değerlendirme konularına kadar rehberlik ederek dijital pazarlamaya yapılandırılmış bir bakış sunar. Öğrenciler, geniş ölçekli kampanyalar yürütmek yerine, dijital pazarlama faaliyetlerinin gerçek dünya bağlamlarında nasıl planlandığını, uygulandığını ve değerlendirildiğini öğrenirler. Haftalık dersler; dijital markalaşma, müşteri deneyimi ve veriye dayalı karar alma gibi temel konuları pekiştirmek amacıyla küçük ölçekli uygulamalar, kısa sınavlar ve örnek olay temelli tartışmaları içerir. Ders, dijital çevreyi eleştirel biçimde anlamayı ve pazarlama performansını değerlendirme konusunda analitik beceriler geliştirmeyi hedefler. Ders, teorik temelleri uygulamalı içgörülerle harmanlayarak, öğrencilere günümüzün dinamik dijital pazarlama ortamına yetkin ve özgüvenli biçimde katılma becerisi kazandırır.