COURSE RECORD

Code	**BA331**
Name	**Essentials of Digital Marketing**
Hour per week	3+0 (Theory + Practice)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Fall
Type	Elective
Prerequisites	BA203
Description	Internet enhanced the online digital channels and presented much more real time interaction benefits. This course aims to provide latest concepts and practical tools of marketing as digitalization increases in the business context.
Objectives	(1) Understand digital marketing landscape. (2) Understand digital consumer and online communities (3) Provide knowledge of building social media strategy (4) Provide the students with the necessary background on content marketing
Learning Outcomes	*By the end of the course, the student will be able to* LO1: Identify the key differences between customer communications for digital marketing and traditional marketing. LO2: Integrate digital marketing strategy to traditional marketing and business strategy LO3: Apply the elements of the marketing mix in an online context LO4: Explain the terms and tools used to measure and improve digital marketing effectiveness

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	5	3	3	4	2	2	2	4	4
LO2	5	5	3	3	4	2	2	2	4	4
LO3	5	5	3	3	4	2	2	2	4	4
LO4	5	5	3	3	4	2	2	2	4	4

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

COURSE CONTENT DETAILS

W	Topic	Outcomes
1	Introducing Digital Marketing Activity: Lecture	LO2, LO4
2	Online marketplace analysis Activity: Lecture	LO2
3	Analyzing micro environment Activity: Lecture, Group Presentation	LO1, LO2
4	Digital macro environment Activity: Lecture	LO2, LO4
5	Digital marketing strategy Activity: Lecture, Group Presentation	LO2, LO3, LO4
6	Digital marketing mix Activity: Lecture, Group Presentation	LO2, LO3, LO4

DERS BİLGİLERİ

Kodu	**BA 331**
İsmi	**Dijital Pazarlamanın Temelleri**
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye / Yıl	Lisans/3-4
Dönem	Güz
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 203
İçerik	İnternet, çevrimiçi dijital kanallarını geliştirmiş ve çok daha gerçek zamanlı etkileşim faydaları sunmuştur. Bu ders, artan dijitalleşme bağlamında dijital pazarlamanın temel kavramlarını ve pratik araçlarını sunmayı amaçlamaktadır.