

M.A. PROGRAM IN BUSINESS MANAGEMENT (WITH THESIS)
COURSE SYLLABUS FORM

Course Details					
Code		Academic Year		Semester	
BM008		1		Elective	
Title		T	A	L	ECTS
Digital Marketing		3	0	0	6
Language	English				
Level	Undergraduate		Graduate	X	Postgraduate
Department / Program	Business Management				
Forms of Teaching and Learning	Face to face				
Course Type	Compulsory		Elective	X	
Objectives	To inform students about concepts, strategies and channels of digital marketing as well as the effect of digital marketing on the marketing mix and tools for evaluating digital marketing performance.				
Content	<ul style="list-style-type: none"> - Introduction to Digital Marketing - Digital Marketing Strategy - Digital Marketing Channels - Impact of Digital Media and Technology on the Marketing Mix - Planning of Digital Media Campaigns - Measuring and Evaluating Digital Channel Performance 				
Prerequisites	-				
Coordinator	Prof. Dr. Ela Sibel BAYRAK MEYDANOĞLU				
Lecturer(s)	-				
Assistant(s)	-				
Work Placement	-				
Recommended or Required Reading					
Books / Lecture Notes	<ul style="list-style-type: none"> - Praxisorientiertes Online-Marketing: Konzepte - Instrumente - Checklisten, Ralf T. Kreuzer, Springer Gabler, 2018. - Digital Marketing: Grundlagen der Absatzpolitik in der Digitalen Wirtschaft, Tobias Kollmann, Kohlhammer, 2019. - Digital Marketing: Dave Chaffey, Pearson, 2019. - Online-Marketing-Konzeption, Erwin Lammenett, Independently, 2019. - Digital Marketing Fundamentals: From Strategy to ROI, Marjolein Visser, Berend Sikkenga, Mike Berry, Wolters-Noordhoff B.V., 2018. - Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, Dave Chaffey, P. R. Smith, Taylor & Francis, 2017. 				
Other Sources	<ul style="list-style-type: none"> - Digital Marketing: Strategic Planning & Integration, Annmarie Hanlon, SAGE Publications, 2019. 				
Additional Course Material					
Documents	Course presentations				

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Assignments	-		
Exams	-		
Course Composition			
Mathematics und Basic Sciences			%
Engineering			35%
Engineering Design			%
Social Sciences			5%
Educational Sciences			%
Natural Sciences			%
Health Sciences			%
Expert Knowledge			60%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam	1		40
Quiz			
Assignments			
Attendance			
Recitations			
Projects			
Final Exam	1		60
		Total	100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	14	3	42
Assignments			
Presentation / Seminar Preparation			
Midterm Exam	1	48	48
Recitations			
Laboratory			
Projects			
Final Exam	1	48	48
		Total Work Load	180
		ECTS Points (Total Work Load / Hour)	6
Learning Outcomes			

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1	To acquire detailed information about digital marketing												
2	To apply what is learned from case studies to practical problems												
Weekly Content													
1	Introduction to Digital Marketing: Definition of Digital Marketing, Digital Marketing vs. Traditional Marketing, Development of Digital Marketing												
2	Digital Marketing Strategy: Scope of Digital Marketing Strategy and Strategy Development Process (Situation Analyses, Determining Goals and Objectives, Formulating Strategy, Application of Strategy)												
3	Digital Marketing Channels: Search Engine Optimization, Search Engine Marketing, Email Marketing												
4	Digital Marketing Channels: Remarketing and Websites, Affiliate Marketing, Content Marketing												
5	Digital Marketing Channels: Social Media Marketing												
6	Digital Marketing Channels: Mobile Marketing and Applications of Augmented Reality Technology in Marketing												
7	Case Studies												
8	Case Studies												
9	Midterm Exam												
10	The Impact of Digital Media and Technology on Marketing Mix												
11	Planning of Digital Media Campaigns												
12	Measuring and Evaluating Digital Channel Performance: Performance Management System, Digital Marketing Metrics												
13	B2C and B2B Digital Marketing												
14	Case Studies												
15	Case Studies												
Contribution of Learning Outcomes to Program Objectives (1-5)													
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
1	4	3	4	5	2	4	5	4	3	3	3	3	3
2	4	3	4	5	2	4	5	4	3	3	3	3	3
Contribution Level		1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High											
Compiled by:		Prof. Dr. Ela Sibel BAYRAK MEYDANOĞLU (Head of Sub-Department Production Management and Marketing Department)											
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