

## SYLLABUS

Institute of Social Sciences

| Course Code   | Course Title   |   | Credits               | ECTS Value   |
|---|--|---|-----------------------|--|
| OSD 511   | Digital Marketing  |   | 3-0-3                 | 8  |
| Prerequisite Courses:   | None   |   |                       |  |
| Course Language:  | Türkçe   | Course Delivery Mode:   | Face to face          |  |
| Course Type and Level:  | Elective / First Year / Fall Semester  |   |                       |  |
| Instructor's Title, Name, and Surname   |  | Course Hours  | Office Hours          | Contact  |
| Assist. Prof. Dr. Duygu Gür<br>Assoc. Prof. Dr. Murat Gülmez  |  | Tuesday<br>18:00-21:00  | Monday<br>14:00-16:00 | <a href="mailto:duygugur@cag.edu.tr">duygugur@cag.edu.tr</a> |
| Course Coordinator:   | Assist. Prof. Dr. Duygu Gür  |   |                       |  |
| <p>Course Objectives: This course focuses on how brands can effectively reach their target audiences in digital environments, develop strong customer relationships, and influence purchasing processes through digital channels. Students will learn the process of developing digital marketing strategies through practical examples, while analyzing how products, ideas, and behaviors spread and become popular on digital platforms. The course introduces multi-channel communication approaches used in digital advertising and the strategic principles behind these channels. In addition, it emphasizes performance measurement, data tracking, and the use of analytics in digital marketing activities.</p> |  |   |                       |  |
| Course Learning Outcomes  | Upon successful completion of this course, the student will be able to;  |   | Relations             |  |
|   |  |   | Program Outcomes      | Net Contribution   |
|   | 1  | Students critically analyze digital marketing concepts and strategic approaches and assess their applicability across various digital environments.                 | 3&5                   | 5&4  |
|   | 2  | They interpret data obtained from different digital platforms to design integrated digital marketing strategies tailored to target audiences.                       | 2&9                   | 5&5  |
|   | 3  | They plan, implement, and evaluate brand communication and customer relationship management processes through digital channels.                                     | 1&6                   | 5&4  |
|   | 4  | They select appropriate metrics to measure the performance of digital campaigns, analyze data, and propose strategic improvements based on the results.             | 2&9                   | 5&5  |
|   | 5  | They critically evaluate digital marketing decisions within the framework of economic, technological, and sectoral variables and develop strategic recommendations. | 4&7&8                 | 4&4&4  |
|   | 6  | They utilize teamwork, leadership, and innovative thinking skills to generate creative solutions and develop collaboration-based digital marketing projects.        | 6&8&9                 | 5&4&4  |
| 7   | They follow emerging technologies, tools, and digital trends in marketing processes, evaluate them in practice, and develop innovative solutions.  | 2&9&5   | 5&4&4                 |  |
| Course Content:   | <p>This course covers the impact of digitalization on business, the evolution of digital marketing, and the processes of strategic digital marketing planning. Key areas such as social media marketing, content marketing, search engine optimization (SEO), mobile and email marketing, and digital analytics are explored through hands-on activities. Students engage in case studies, group projects, guest lectures, and data analysis sessions to gain practical insights</p> |   |                       |  |

into digital marketing dynamics. The course also addresses emerging technologies such as artificial intelligence in marketing and future digital trends.

### Course Schedule (Weekly Plan)

| Week | Topic  | Preparation  | Teaching Methods and Techniques                   |
|------|--|--|---|
| 1    | Introduction and Course Overview   | Review prior knowledge of digital marketing; self-introduction | Ice-breaking activity, discussion of expectations |
| 2    | Digitalization and Digital Business  |  | Lecture and discussion                            |
| 3    | Scope and Evolution of Digital Marketing, The New Economy, Internet and Marketing Interactions | Article reading: "The Marketing Revolution"                    | Lecture and group discussion                      |
| 4    | Digital Environments and Markets & Digital Consumer Behavior                                   | Review digital consumer behavior reports                       | Lecture, brainstorming                            |
| 5    | Digital Marketing Planning and Strategies  | Research on digital marketing planning                         | Practical work, group study                       |
| 6    | Digital Marketing Tools: Social Media Marketing  | Analyze examples of social media campaigns                     | Lecture, discussion, mini project                 |
| 7    | Guest Speaker: Digital Customer Experience and Digital Marketing Communication                 | Short research about the guest speaker                         | Q&A session, brainstorming                        |
| 8    | Midterm Exam   |  |   |
| 9    | Midterm Exam   |  |   |
| 10   | Content Marketing and Other Digital Marketing Tools  | Review blog and content strategy examples                      | Workshop, group work, Virtual Reality Lab visit   |
| 11   | Search Engine Optimization (SEO) and Search Engine Marketing (SEM)                             | Research SEO and SEM tools                                     | Lecture, mini trial campaign                      |
| 12   | Mobile Marketing, E-mail Marketing, and Permission-Based Marketing                             | Analyze mobile app and e-mail campaign examples                | Lecture, case study                               |
| 13   | Guest Speaker: Digital Branding  |  | Guest lecture and discussion                      |
| 14   | Measurement and Reporting: Web Traffic Analysis, Digital Metrics and Analytics                 | Short review of Google Analytics or similar metric tools       | Applied data analysis and reporting practice      |
| 15   | Innovation in Digital Marketing, Artificial Intelligence and Future Trends                     | Research on digital marketing trends                           | Lecture, interactive discussion, trend analysis   |
| 16   | Final Project Preparation Session  | Preparing a strategic campaign plan                            | Group feedback and peer review                    |
| 17   | Final Exam   | Project submission   | Presentation and evaluation                       |
| 18   | Final Exam   |  |   |

### Course Resources

|                         |  |
|-------------------------|--|
| Textbook:               | Dijital Pazarlama Stratejisi: Çevrimiçi (online) Pazarlamaya Bütünleşik Bir Yaklaşım- Simon Kingsnorth, Çeviren: Laden İldeniz<br>Pazarlama 4.0: Gelenekselden Dijitale Geçiş- Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Çeviren: Nadir Özata  |
| Recommended References: | Hollensen, S., Kotler, P., & Opresnik, M. O. (2023). Metaverse: The new marketing universe. <i>Journal of Business Strategy</i> , 44(3), 119-125. <a href="https://doi.org/10.1108/JBS-01-2022-0014">https://doi.org/10.1108/JBS-01-2022-0014</a><br>Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. <i>Current opinion in Psychology</i> , 10, 17-21. |

## Course Assessment and Evaluation

| Activities                                     | Number | Percentile | Notes   |
|--|--------|------------|---|
| Midterm Assignment (Article and Case Analysis) | 1      | %30        | Article reading + report  |
| In class participation                         | 1      | %20        | Discussion  |
| Final Project (report + presentation)          | 1      | %50        | Develop a comprehensive digital campaign plan, including data analysis and strategic recommendations. |

## ECTS Table

| Content   | Number    | Hours     | Total        |
|---|-----------|-----------|--------------|
| Course Duration                                 | <b>14</b> | <b>3</b>  | 42           |
| Out-of-Class Study                              | <b>14</b> | <b>5</b>  | 70           |
| Midterm Assignment (Article and Case Analysis ) | <b>1</b>  | <b>34</b> | 34           |
| In class participation                          | <b>1</b>  | <b>34</b> | 34           |
| Final Project (report + presentation)           | <b>1</b>  | <b>60</b> | 60           |
| Total:  |           |           | 240          |
| Total / 30:                                     |           |           | 240 ÷ 30 = 8 |
| ECTS Credit:                                    |           |           | 8            |