

COURSE SYLLABUS
Faculty of Economics and Administrative Sciences

Course Code	Course Name	Credit	ECTS Value		
ITL 310	New Technologies for Businesses	3 (3-0-3)	6		
Prerequisite Courses:	None				
Course Language:	English	Course Delivery Method:	Online (Zoom)		
Course Type and Level:	Elective/3rd Year/Spring Semester				
Instructor's Title, First Name, and Last Name		Class Time	Office Hours	Contact	
Dr. Gülay GÜLER		Monday 13:25 - 15:45	Friday 10:15 - 12:35	gulayguler@cag.edu.tr	
Course Coordinator:					
Course Objectives					
Course Learning Outcomes	Students who successfully complete this course will be able to:			Relationships	
				Program Outcomes	Net Contribution
	1	Students can explain the basic concepts of new technologies and their applications in business and society.		3, 5	5, 4
	2	Students can analyze generational differences in marketing in the meta-era.		7, 9	4, 5
	3	Students can identify and evaluate the five micro-trends in meta-marketing.		7, 9	4, 5
	4	Students can evaluate the integration of physical and virtual worlds from a business perspective.		2, 5, 7	4, 5, 4
	5	Students can examine five key new technologies for modern businesses.		2, 5	5, 4
	6	Students can use augmented reality (AR), the metaverse, and multi-sensory immersive experiences in practical scenarios.		2, 5	5, 4
7	Students can analyze human-machine interactions and evaluate their impact on future business applications.		5, 9	4, 5	
8	Students can develop and present project proposals and demonstrate critical thinking and analytical skills related to new technologies.		1, 5, 6, 9	5, 4, 5, 5	
Course Content:	This course aims to help students understand the impact of new technologies on businesses, marketing strategies, and social transformation. Topics such as augmented reality, metaverse, multisensory experiences, and human-machine interactions are covered, with the goal of equipping students with knowledge and skills for the future business world.				
Course Content: (Weekly Lesson Plan)					
Week	Topic	Preparation	Teaching Methods and Techniques		
1	Introduction and sharing expectations for the course	Students should review the course objectives and	Small group discussions, creating an expectation map		

		learning goals; they should be prepared to identify and share their own academic expectations.	
2	Introduction to New Technologies	Students should do a preliminary reading on the basic concepts related to current new technologies and take notes on examples.	Concept Maps and Brainstorming
3	Generations in the Age of Meta Marketing	Students should research generational differences and their impact on marketing.	Small group experimental activity and mind mapping
4	Five Micro Trends in Meta Marketing	Students should review current academic articles and reports on the five micro trends in meta marketing.	Experience sharing session, Flipped classroom
5	Integration of Physical and Virtual Worlds from a Business Perspective	Students should research case studies on how businesses integrate physical and virtual worlds.	Flipped Classroom and Role-Playing
6	Five Key New Technologies in Businesses	Students should research the five key new technologies used in businesses and prepare industry-based examples.	Small group case study and problem solving
7	New Technologies Project Preparation	Students should determine project topics, formulate research questions, and prepare preliminary drafts.	SWOT and PESTEL Analysis
8	Midterm Exam		
9	Midterm Exam		
10	Augmented Reality	Students should research the concepts of augmented and virtual reality and examine their current applications.	Small group experimental activity and mind mapping
11	Metaverse	Students should research the fundamental characteristics of the metaverse, as well as the opportunities	Concept maps, case studies, discussion

		and risks it presents for businesses.	
12	Multi-Sensory Immersive Experiences	Students should examine the role of multi-sensory experiences in marketing and customer relations.	Experience sharing session, brainstorming
13	Human-Machine Interactions	Students should read academic articles and application examples related to human-machine interaction beforehand.	Flipped Classroom and Case Study
14	New Technologies for Future Generations	Students should research new technology trends that may emerge for future generations.	Flipped Classroom and Role-Playing
15	General Review	Students should review all their lecture notes and establish connections between concepts.	Mind Map and Problem Solving
16	Practice Test with Socrative	Students should review previous topics and solve sample questions to practice for the exam.	Brainstorming, Question-Answer, and Discussion
17	Final Exam		
18	Final Exam		

Course Resources

Textbook:	Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 6.0: The Future Is Immersive (2023), Wiley.
Recommended Resources:	Hollensen, S., Kotler, P., & Opresnik, M. O. (2023). Metaverse—the new marketing universe. <i>Journal of Business Strategy</i> , 44(3), 119-125. Güler, G., & Zeren, D. (2024). Metaverse: Bibliometric analysis of national literature. <i>Academic Sensitivities</i> , 11(24), 599-623.

Course Assessment and Evaluation

Activities	Number	Contribution	Notes
Project	1	40	The use of artificial intelligence (AI) in your project reports should not exceed 20%, and the similarity/plagiarism rate should not exceed 30%.
Final	1	60	

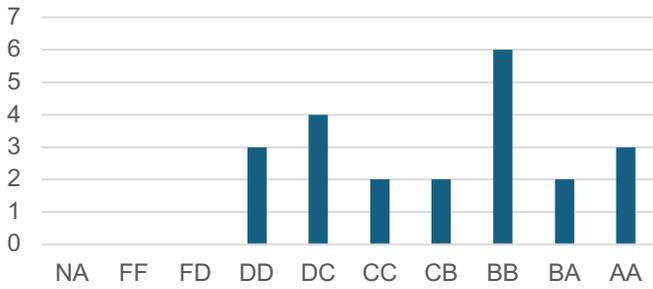
ECTS Table

Content	Number	Hours	Total
Course Duration	14	3	42
Out-of-Class Work	14	6	84
Project	1	30	30

Final Exam (Final Exam Duration + Final Exam Preparation)	1	30	30
Total:			186
Total / 30:			6.2
ECTS Credit:			6

Past Term Achievements

Fall Semester 2025-2026
ITL 305 New Technologies for Businesses



Fall Semester 2023-2024
ITL 305 New Technologies for Businesses



Spring Semester 2022-2023
ITL 310 New Technologies for Businesses



ITL 310-PROJECT EVALUATION RUBRIC

ITL 310-PROJECT EVALUATION RUBRIC				
Student Name/Surname:				
Student Number:				
Criteria	Performance Evaluation			Score
	Insufficient	Satisfactory	Successful	
1. Format and Reporting Quality	0-5	6-12	13-20	
	The report is disorganized, the academic language is inadequate; there is no use of visuals and tables, or they are incorrect; the bibliography is incomplete or unreliable; there are too many spelling and language errors.	The report and presentation are generally well-organized; academic language is adequate; visuals and tables are limited or have some deficiencies; references are present but have some deficiencies; spelling errors are few.	The report and presentation are very well organized; academic language is correct and consistent; tables, graphs, and visuals are used effectively; sources are reliable and complete; spelling and language errors are minimal.	
	Comment:			
2. Sector and Company Selection	0-5	6-12	13-20	
	The selected sector is not suitable for the purpose of the assignment, or the connection between the sector and technology is weak. The company is not up-to-date, access to data and information is very limited, or analysis cannot be performed.	The sector is generally suitable for the assignment's purpose; the selected company is up-to-date and analysis can be performed, but the connection between the technology and the sector is not entirely clear or some data is missing.	The sector and company are fully suitable for the assignment's purpose; the company is up-to-date, data and information are easily accessible, and there is a strong and logical connection between the sector and technology.	
	Comment:			
3. SWOT Analysis	0-5	6-12	13-20	
	Strengths, weaknesses, opportunities, and threats are missing, superficial, or incorrectly defined. The analysis lacks depth and concrete examples.	SWOT elements are generally defined, but some areas lack detail or examples. The analysis is logical but limited in depth.	All SWOT elements are correctly and comprehensively defined. The analysis is in-depth, using concrete examples and data.	
	Comment:			
4. PESTEL Analysis	0-5	6-12	13-20	
	Political, economic, social, technological, environmental, and legal factors are missing or superficially addressed. The analysis is not analytical, and the connections are weak.	PESTEL factors have been addressed in general terms; there are gaps in some areas or analytical connections are limited.	All PESTEL factors have been examined in detail and analytically; connections to the sector and company are clear, examples and data have been used.	
	Comment:			
5. Technology Application and Strategic Benefits	0-5	6-12	13-20	
	The applicability of the technology to the company is unclear, benefits are superficial or incomplete; risks and proposed solutions have not been considered.	The applicability and benefits of the technology have been defined; some risks and recommendations are missing or superficial.	Technology is clearly and practically defined; value creation and competitive advantage are clear; risks and solutions are comprehensively addressed.	

Comment: