

SYLLABUS

Institute of Social Sciences

Course Code	Course Title		Credits		ECTS Value	
OSD 511	Digital Marketing		3-0-3		8	
Prerequisite Courses:	None		1			
Course Language:	Türkçe	Course Delivery	Mode: Face t		o face	
Course Type and Level:	Elective / First Year / Fall Semester					
Instructor's Title, Name, and Surname		Course Hours	Office Hours		Contact	
Assist. Prof. Dr Assoc. Prof.Dr.	, 0	Tuesday 18:00-21:00	Monday 14:00-16:00		duygugur@cag.edu .tr	
Course Coordinator:	Assist. Prof. Dr Duygu Gür					
Course Objectives: This course focuses on how brands can effectively reach their target audiences in digital						

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.

	Upon successful completion of this course, the student will be able to;		Relations		
			Program Outcomes	Net Contribution	
Course Learning Outcomes	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: This course covers the impact of digitalization on business, the evolution of digital mark and the processes of strategic digital marketing planning. Key areas such as social med marketing, content marketing, search engine optimization (SEO), mobile and email marketing and digital analytics are explored through hands on activities. Students engage in case				ial media ail 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



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

	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					

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

Course Resources



Course Assessment and Evaluation					
Activities Number		Percentile	Notes		
Midterm 1		%30			
Assignment (Article and Case Analysis +presentation) 1		%20	Article reading + discussion+ report		
Final Project (report + presentation)		%50	Develop a comprehensive digital campaign plan, including data analysis and strategic recommendations.		
ECTS Table					
Content		Number	Hours	Total	
Course Duration		14	3	42	
Out-of-Class Study		14	5	70	
Midterm		1	34	34	
Assignment (Article and Case Ana +presentation)	lysis	1	34	34	
Final Project (report + presentation	າ)	1	60	60	
Total:				240	
Total / 30:				240 ÷ 30 = 8	
ECTS Credit:				8	