

SYLLABUS

Faculty of Economics and Administrative Sciences

Course Code	Course Name		Credit	ECTS Value
ITL 305	New Technologies for Business		3 (3-0-3)	6
Prerequisite Courses:	None			
Course Language:	English	Course Delivery Method:	Online (Zoom)	
Course Type and Level:	Elective/3rd Year/Fall Semester			
Instructor's Title, First Name, and Last Name		Course Hours	Office Hours	Contact
Dr. Gülay GÜLER		Monday 13:25 PM - 15:45 PM	Friday 10:15 AM - 12:35 PM	gulayguler@cag.edu.tr
Course Coordinator:				
Course Objective				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to:		Relations	
			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 provide students with an understanding of the impact of emerging technologies on businesses, marketing strategies, and societal transformation. Topics such as extended reality, the metaverse, multisensory immersive experiences, and human-machine interactions will be explored to equip students with knowledge and skills for the future business environment.			
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 immersive 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	In your project reports, the use of artificial intelligence (AI) must not exceed 20%, and the similarity/plagiarism rate must not exceed 30%.
Final	1	60	

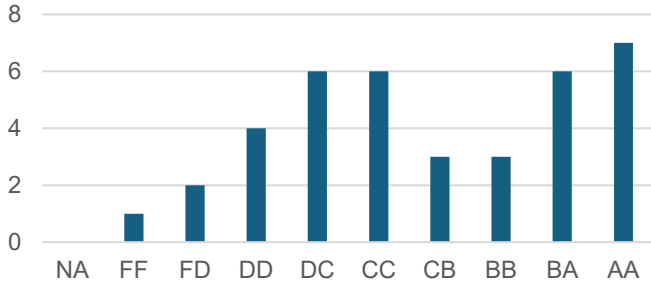
ECTS Table

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

2023-2024 Fall Semester
ITL 305 New Technologies for Businesses



2022-2023 Spring Semester
ITL 305 New Technologies for Businesses

