

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
MARKETING DEPARTMENT
COURSE SYLLABUS FORM**

MAR 401							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
E-Commerce and Digital Marketing	MAR 401	7	3	0	0	3	5

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, Question and Answer, Case Studies, Project and Application

Course Objective

This course includes the theoretical and practical explanation of electronic commerce, which has grown with the effect of digitalization in the 21st century, and digital marketing applied with online channels. The objectives of a digital marketing and e-commerce course is to;

- Teach the basics of digital marketing and e-commerce, including the different channels and strategies that can be used to reach customers online,
- Show how to create and execute effective digital marketing campaigns, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, and email marketing.
- Gain knowledge of e-commerce platforms and technologies, including how to set up and manage an online store.
- Develop the ability to identify and target specific customer segments through segmentation and personalization strategies.
- Teach the legal and ethical issues related to digital marketing and e-commerce.
- Develop the skills needed to manage and lead digital marketing and e-commerce teams.

Learning Outcomes

Students who successfully complete this course will be able to;

- Plan e-commerce activities and carry out e-commerce activities,
- Understand SEO in terms of structure and technical concerns, content, mobile and location techniques.
- Explain e-commerce applications in global markets and e-commerce trends.
- Interpret innovative developments in media, agency and advertising sectors,
- Create a digital marketing plan and develop digital marketing strategies for companies.
- Set up e-commerce websites and sell products
- Develop digital marketing strategies for e-commerce channels
- Produce more effective marketing campaigns by learning digital platforms,
- Use digital marketing channels and develop a digital marketing channel for firms.
- Understand e-commerce regulations

Course Outline

Mar 401 course will start with a basic introduction such as introducing the course, sharing information about the main topics in the syllabus, and introducing the resources. In the following weeks, after giving information such as the definition, history and types of e-commerce, the midterm exam will be given after digitalization, e-commerce applications and international e-commerce topics. Starting from the eighth week, the second part of the course, digital marketing, will be introduced and the basic concepts of digital marketing will be explained first. Afterwards, information about Digital marketing planning and strategies, digital marketing, new economy, internet and marketing Interactions will be given and applications will be shown. After giving information about social media marketing in the last weeks, digital marketing applications will be included in social media platforms such as Facebook and Instagram, and in the last week, the term will be completed by explaining the subject of branding in digital marketing.

Weekly Topics And Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Introduction to The Course /Syllabus Review	
2	Introduction and History of E-Commerce	-Definitions of E-Commerce -E-Commerce Types
3	E-Commerce and E-Business Models	
4	Digitalization, Digital Media, Digital Economy and Internet Revolution	
5	E-Commerce Applications	-Local Classic E-Commerce -Dropshipping -Amazon FBA -Arbitrage and Others
6	International E-Commerce	-E-Export -E-Import -International Logistics -International Fulfilment Services
7	MIDTERM EXAM	
8	E-Commerce and Marketing	
9	Digital Marketing Planning and Strategies	- The planning process - The phased approach - Goals - Objectives and strategies - Action plans - Controls
10	Digital Marketing, New Economy, Internet and Marketing Interactions-I	-Digital Marketing Components -Measurement and Analysis -Search Engines
11	Digital Marketing, New Economy, Internet and Marketing Interactions-II	- Google Ads/Keywords - SEO - SEM

12	Social Media Marketing-I	-Customer service and reputation management -Facebook -Instagram -Youtube -Influencer Marketing -Google Ads
13	Social Media Marketing-II	-Facebook -Instagram -Youtube -Influencer Marketing -Google Ads
14	Mobile And E-Mail Marketing	
15	Branding in Digital Marketing	
16	FINAL EXAM	

Textbook(s)/References/Materials:

Textbook:

- Digital Marketing Strategy: An Integrated Approach to Online Marketing 3rd Edition- Simon Kingsnorth, 2022, Kogan Page, London.
- How to Start and Grow an E-Commerce Business: Answering the 5 Fundamental Questions of eCommerce and Taking the Entrepreneurial Leap, 2022, Charles Camisasca

Supplementary References:

Designing Ecommerce Websites: A UX Design Handbook for Great Online Shops, Matt Isherwood, 2019, Transmitter Press

Other Materials: E-commerce A Beginners Guide to e-commerce (Business, Money, Passive Income, E-Commerce for Dummies, Marketing, Amazon), 2017, John McMahon, CreateSpace Independent Publishing Platform.

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Class participation and performance	1	10
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Assignment	1	15
Presentation	1	5
Projects		
Report		
Seminar		

Midterm Exam/Midterm Jury	1	30
General Exam / Final Jury	1	40
Total		100
Success Grade Contribution of Semester Studies		50
Success Grade Contribution of End of Term		50
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week): 16 x totalcourse hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	16	3	48
Presentation / Seminar Preparation			
Projects			
Reports			
Assignment	1	3	3
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	2	20	40
Preparation Period for the Final Exam / General Jury	1	40	40
Total Workload	(179/25 = 7,16)		179

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	Create a digital marketing plan and develop digital marketing strategies for companies.					X
LO2	Understand e-commerce regulations					X
LO3	Set up e-commerce websites and sell products					X
LO4	Develop digital marketing strategies for e-commerce channels					X
LO5	Produce more effective marketing campaigns by learning digital platforms,					X
LO6	Use digital marketing channels and develop a digital marketing channel for firms.					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)								
		Learning Outcomes						
	Program Competencies	LO1	LO2	LO3	LO4	LO5	LO6	Total Effect (1-5)
1	Understanding the formal and informal processes associated with a business structure	X						1
2	Evaluate a business on the basis of all functional units							
3	To use analytical thinking effectively in the decisions taken for the problem solving process	X	X	X	X	X	X	5
4	Having a vision of self-improvement and learning					X		1
5	To carry out all activities within this framework, equipped with ethics	X	X	X	X	X	X	5
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.			X		X	X	3
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally	X	X	X	X	X	X	5
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions	X	X	X	X	X	X	5
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing	X	X	X	X	X	X	5
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.	X	X	X	X	X	X	5
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.	X	X	X	X	X	X	5
12	To follow and correctly interpret the current trends developing within the framework of marketing	X	X	X	X	X	X	5
	Total Effect							45

Policies and Procedures

Exams: Within the scope of MAR 401 course, there will be two face-to-face exams, one midterm and one final exam.

Assignment: Students will prepare an individual project within the scope of the course. Each student will create an imaginary e-commerce firm on a digital platform.

The project, together with the presentation, is worth 20 points. Students have to report the project and submit it as a hard copy to the lecturer before the deadline. Each student will free to choose the product category and the social media platform. In addition, students will make presentations for their projects at the end of the semester.

Attendance and Regulations: Attendance is required in the MAR 401 course. Attendance at 70% of the course is mandatory. According to article 24-4/c of Ostim Technical University Associate Degree and Undergraduate Education and Examination Regulations; “The student who does not fulfill the attendance requirement will not be taken to the final exams. In this case, the exam of the student who takes the exams of the courses is deemed invalid.

Objections: Updates can be made to the programs and methods specified in this syllabus in line with the constraints or needs that may occur during the term.