



Course Syllabus
BA 331 – Essentials of Digital Marketing
Summer 2020

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Location: Online / Zoom

Importance Notice: The instructor reserves the right to change any aspect of this syllabus at any time, as the need arises. Students are responsible for all announcements and assignments made in class in addition to those posted on Canvas.

Grade Distribution:

<u>Evaluation Criteria</u>	<u>Percentage</u>
Paper Presentation (2 papers in total)	30%
Final Presentation	50%
In-class Participation	10%
Attendance	10%
	Total: 100%

Courses are held twice a week (3-hours a day & 3-hours another day of the same week)

Paper Presentation (individual work): Each student shall present and explain two academic papers assigned by the instructor.

Final project presentation (individual work): Each student shall choose a company that has web-based AND mobile application for online shopping purposes. Each student is to analyze the online shopping experiences and processes of the selected company and evaluate them from the digital marketing concepts.

Course Aim:

With the development of Internet, Digital Marketing has become one of the fastest moving aspects of marketing today. Consumers use a great variety of hardware, from notebooks to tables and smart phones. Through digital marketing, companies are to discover new markets and opportunities. This course aims to provide latest concepts and practical tools of digital marketing.

Learning Objectives and Outcomes:

By the end of this course, students will be able:

1. Understanding digital marketing landscape.
2. Understanding digital consumer and online communities.
3. Building social media strategy.
4. Identifying digital marketing toolbox and usage of those tools.
5. Maintaining content marketing.
6. Building digital marketing plan.

Resource/s:

Various texts
Lecture slides, Selected articles

Accommodations:

Any student requiring special accommodations for any reason should contact the instructor as soon as possible.

Homework& Papers & Presentations:

Students will be given homeworks and case assignments and similar type of work during the semester. Late assignments will not be accepted. Plagiarism is not acceptable. Identical homework submission will receive zero. You should protect your own work including individual assignments, term paper and exams all the time.

Course Web Site:

canvas.agu.edu.tr will be used to post important announcements, documents, and homework assignments.

Attendance Policy:

All students attend a minimum of 70% of classes during their course. If you enter the zoom after the instructor or leave any class for more than 5 minutes you will be marked absent for that class. All absences from class, including absences due to illness, are counted as official absences.

Class Policy:

You must be in zoom-class before the lecture starts. You are expected to do your best to be in class on time. You are not allowed to enter the zoom-classroom after the lecture starts. You must turn off all your electronic equipment before the lecture starts, in particular mobile phones, laptops and tablets. During the lecture, you must avoid all activities that are better performed elsewhere.

Cheating & Plagiarism:

You are responsible for knowing the University policies on cheating and plagiarism. Not giving credit to a person for their intellectual work and passing it off as your own is stealing.

Specifically:

- 1) Copying or allowing someone to copy your work on an exam, homework, or in class assignment is cheating.
- 2) Cutting and pasting material from the web or any other electronic source is plagiarism.
- 3) Copying and turning in the same assignment as someone else, from this class or from another class, is cheating. Unless explicitly told otherwise, you can discuss and problem- solve on homework together but the final product has to be your own – not just your own handwriting but your own way of explaining and organizing your ideas.
- 4) Making superficial changes (minor additions, deletions, word changes, tense changes, etc) to material obtained from another person, the web, a book, magazine, song, etc. and not citing the work, is plagiarism. The idea is the intellectual property, not the specific format in which it appears (e.g., you wouldn't reword Einstein's theory of relativity and imply that relativity was your own idea, would you?)
- 5) If you find material and it is exactly what you are trying to say, or you want to discuss someone's idea, give the person credit and cite it appropriately. Don't overuse citations and quotes: instructors want to know how you think and reason, not how some one else does.

If you have any questions or concerns about whether your behavior could be interpreted as plagiarism, please ask the assistants or me before you submit the work.

General Comments:

- If you are having problems with the course, come and discuss the situation with me as soon as possible.
- The work you hand in on your exams will be your own.
- If the pace of the lectures is too fast or slow, let me know. I am not always aware of it, no matter how obvious it may be to you.

Course Outline:

Week	Date	Topic
1	22 June	Day1 : Introducing digital marketing Day2: Online market place analysis
2	29 June	Day1 : Digital macro environment Day2: Digital marketing strategy
3	6 July	Day1 : Paper Presentations Day2: Paper Presentations
4	13 July	Day1 : Digital marketing mix Day2: Digital Relationship marketing
5	20 July	Day1 : Digital customer experience Day2: Campaign planning for digital media
6	27 July	Day1 : Marketing communications using digital media Day2: Social Media Marketing
7	3 August	Day1 : Digital Channel performance Day2: The age of surveillance capitalism
8	10 August	Day1 : Paper Presentations Day2: Paper Presentations