

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
INTERNATIONAL TRADE AND FINANCE 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	3	0	3	4

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	
<p>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;</p> <ul style="list-style-type: none"> -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	
<p>Students who successfully complete this course will be able to;</p> <ul style="list-style-type: none"> - Plan e-commerce activities and carry out e-commerce activities, - Explain e-commerce applications in global markets and e-commerce trends. - Create a digital marketing plan and develop digital marketing strategies for companies. 	

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	E-Commerce and Marketing	
8	MIDTERM EXAM	
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	40

General Exam / Final Jury	1	60
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	1	16
Presentation / Seminar Preparation			
Projects			
Reports			
Assignment	1	3	3
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	20	20
Preparation Period for the Final Exam / General Jury	1	40	40
Total Workload	(126/30 = 4)		146
ECTS	4		

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	Plan e-commerce activities and carry out e-commerce activities,					X
LO2	Explain e-commerce applications in global markets and e-commerce trends					X
LO3	Create a digital marketing plan and develop digital marketing strategies for companies					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Management Information Systems)					
Nu	Program Competencies	Learning Outcomes			Total Effect (1-5)
		LO1	LO2	LO3	TOTAL EFFECT
1	Have advanced theoretical and up-to-date knowledge in discipline-specific areas such as international trade, finance, logistics, and general business and international business such as economics, marketing, management, accounting.		X		1
2	Evaluate, follow, absorb and transfer new information in the field of international trade.		X		1
3	Conduct market research, carry out projects and develop strategies for a business to open up to international markets.	X	X	X	3
4	Use knowledge of national and international trade law and legislation in the management of international commercial operation processes.				
5	Work independently and within an organization, using the knowledge and skills acquired in the field and adopting continuous learning.	X	X	X	3
6	Have the ability to apply her theoretical knowledge in real life, with the experience she will gain through practice in departments such as marketing, accounting, foreign trade, finance, logistics.	X	X	X	3
7	Have the theoretical knowledge to carry out export, import, customs clearance, logistics, taxation and other international trade activities within the scope of global and regional commercial and economic organizations.	X			1
8	Can develop a business idea, commercialize the business idea, and design and manage their own venture using their entrepreneurial knowledge.	X	X	X	3
9	Using strategic, critical, innovative and analytical thinking skills, actively take part in the decision-making processes of the enterprise in the field of foreign trade and finance.				

10	Act in accordance with ethical values, respectful to the environment, social and universal values in all activities it will carry out in its field.				
11	Have the skills to follow up-to-date information at national and international level, to gather information about field, and to communicate with international institutions / organizations using her/him knowledge of English and a second foreign language of her choice.	X	X	X	3
12	Gain professional competencies to take charge in national and international businesses, public and private sector organizations	x	x	x	3
13	Can evaluate the problems and conflicts encountered in all areas related to international trade from different perspectives with a holistic approach and produce value-based solutions.		X		1
Total Effect					22

Policies and Procedures
Web page: https://www.ostimteknik.edu.tr/uluslararasi-ticaret-ve-finansman-bolumu-209 https://www.ostimteknik.edu.tr/international-trade-and-finance-232
Exams: The exams aim at assessing various dimensions of learning: knowledge of concepts and theories and the ability to apply this knowledge to real world phenomenon, through analyzing the situation, distinguishing problems and by suggesting solutions. The written exams can be of two types, ie. open-ended questions, which can also be in the form of problems or multiple-choice questions. Exams are composed of a final exam comprising 60% of the student's grade and a mid-term exam, with less weight (40%).
Assignments: Quizzes and Homework (Assignments) might be applicable. Scientific Research Ethics Rules are very important while preparing assignments. The students should be careful about citing any material used from outside sources and reference them appropriately. The students must not adopt "cut copy paste" behavior from the sources on the internet or use the contents of any type of previous work in their assignments. Plagiarism is unethical behavior and is subject to disciplinary action.
Missed exams: Any student missing an exam needs to bring an official medical report to be able to take a make-up exam. Medical report must be from a state hospital.
Projects: Entrepreneurial projects by groups of students might be applicable if necessary.
Attendance:
Objections: If the student observes a material error in his/her grade, he/she has the right to place an objection to the Faculty or the Department. The claim is examined and the student is notified about its outcome.