

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

MAR 104							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Marketing Information Systems and Semantinc Web Technologies	MAR 104	2	2	1	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
The aim of this course is to provide advanced interdisciplinary knowledge and augmented skills for creating enterprise information systems able to support marketing management processes and to provide information, which could meet the needs of marketing management specialists. The course introduces creation principles and variety of concepts used for building marketing information systems and provides knowledge of the functional components and structure of marketing information systems, develops ability to distinguish and apply methods of marketing management, including marketing planning, modelling and customer relationship management domains.

Learning Outcomes
Upon successful completion of this course, a student will be able to: <ul style="list-style-type: none"> – understand the basic concepts of Marketing 5.0 and generations – get accounted and acquire practical skills of marketing processes by using applied software for marketing operations, decision making, planning and control – acquire knowledge and skills of marketing information management by using computational tools – assess the relationship between functional modules of integrated information systems – have knowledge on new technologies – identify the major management challenges to building and using information systems in marketing – understand how an information system can solve a business problem and building predictive marketing models

Course Outline

The course starts with an introduction to Marketing 5.0, digital world and generations, marketing information systems and the importance of systems in achieving organizational goals. Topics include how to develop and maintain information systems to gain competitive advantage, to solve marketing problems, and to improve decision making. Then basics of new technologies like sensor, robotics, and Mixed Reality (MR) etc. are introduced. This is followed by overview of Data-Driven Marketing, Predictive Marketing, Contextual Marketing, Augmented Marketing and Agile Marketing.

Weekly Topics And Related Preparation Studies

Weeks	Topics	Preparation Studies
1	Introduction to The Course /Syllabus Review	
2	Welcome to Marketing 5.0: Technology for Humanity	<ul style="list-style-type: none"> – Marketing 4.0: The Pivot to Digital – Marketing 5.0 – Five Components of Marketing 5.0 – Data-Driven Marketing
3	Challenges Marketers Face in a Digital World Generation Gap	<ul style="list-style-type: none"> – Marketing to Baby Boomers, X, Y, Z, and Alpha – Challenges of Serving Different Generations – The Life Stages of the Five Generations – Generation Gap and Marketing Evolution – Collaboration and social business
4	Prosperity Polarization	<ul style="list-style-type: none"> – Creating Inclusivity and Sustainability for Society – The Polarized Society – Inclusivity and Sustainability – The New Hygiene Factor – Aligning Strategies to Sustainable Development Goals
5	Digital Divide	<ul style="list-style-type: none"> – Making Tech Personal, Social, and Experiential – The Perils and Promises of Digitalization – New technologies
6	New Strategies for Tech-Empowered Marketing, The Digital-Ready Organization	<ul style="list-style-type: none"> – Digital Readiness Assessment – Strategies to Migrate Customers to Digital Channels – Strategies to Build Digital Capabilities – Strategies to Strengthen Digital Leadership
7	MIDTERM EXAM	
8	New Strategies for Tech-Empowered Marketing, The Digital-Ready Organization	<ul style="list-style-type: none"> – Digital Readiness Assessment – Strategies to Migrate Customers to Digital

		Channels – Strategies to Build Digital Capabilities – Strategies to Strengthen Digital Leadership
9	The Next Tech	– Human-Like Technologies – Computing Power – Open-Source Software – The Internet – Cloud Computing – Mobile Devices – Big Data – Reimagining Business with the Next Tech – Artificial Intelligence – Natural Language Processing (NLP) – Sensor Tech – Robotics – Mixed Reality (MR) – Internet of Things (IoT) and Blockchain
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 Technologic World	
16	FINAL EXAM	

Textbook(s)/References/Materials:

Textbook:

- Kotler, P., H., Kartajaya and I., Setiawan (2021). Marketing 5.0 Technology for Humanity, John Wiley & Sons.

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		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Assignment		
Presentation		
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	40
General Exam / Final Jury	1	60
Total		100
Success Grade Contribution of Semester Studies		40
Success Grade Contribution of End of Term		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	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	(179/30 = 5,96)	179
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Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	understand the basic concepts of Marketing 5.0 and generations					X
LO2	get accounted and acquire practical skills of marketing processes by using applied software for marketing operations, decision making, planning and control					X
LO3	acquire knowledge and skills of marketing information management by using computational tools					X
LO4	assess the relationship between functional modules of integrated information systems					X
LO5	have knowledge on new technologies					X
LO6	identify the major management challenges to building and using information systems in marketing					X
LO7	understand how an information system can solve a business problem and building predictive marketing models					X

Relationship Between Course Learning Outcomes and Program Competencies										
Nu	Program Competencies	Learning Outcomes							Total Effect (1-5)	
		LO1	LO2	LO3	LO4	LO5	LO6	LO7		
1	Understanding the formal and informal processes associated with a business structure	X	X	X	X	X			X	6
2	Evaluate a business on the basis of all functional units	X	X	x	X					4
3	To use analytical thinking effectively in the decisions taken for the problem-solving process								X	1
4	Having a vision of self-improvement and learning				X	X	X			3
5	To carry out all activities within this framework, equipped with ethics		X	X						2

6	To analyze the cases encountered by doing research and studies individually and as a team within the organization			X	X	X	X	X	5
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	2
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	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	4
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety		X						1
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	X	7
12	To follow and correctly interpret the current trends developing within the framework of marketing	X	X	X	X	X			5
Total Effect									45

Policies and Procedures

Exams: Within the scope of MAR 104 course, there will be two face-to-face exams, one midterm and one final exam.

%40 of this course will be obtained from midterm and the remaining %60 will be obtained from the final exam.

Attendance and Regulations:

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.