



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

MAR 206 Social Media Marketing and Web Design							
Course Name	Course Code	Period	Hours	Application	Lab	Credit	ECTS
Social Media Marketing and Web Design	MAR 206	4	3	0	0	3	4

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, In-class Presentations.

Course Objective
<p>This course will examine the use of social media marketing today. Students will gain the knowledge and skills needed to effectively use social media to market a business, and/or themselves as business professionals. Attention will be focused on efforts used through the Internet to connect and network with customers and other businesses through digital channels. Areas to be covered include: customer service, building brand loyalty, expanding markets, and creating sales. Students will utilize a variety of social media, including blogs, wikis, LinkedIn, Facebook, Twitter, and more.</p>

Learning Outcomes
<p>Students who take this course will be able to:</p> <ol style="list-style-type: none"> 1. Assess the marketing potential of digital technologies and social media platforms for a particular real-life marketing challenge; 2. Understand the digital consumer; 3. Propose relevant online value proposition; 4. Choose relevant digital and social media platforms; 5. Propose digital tactics to achieve marketing goals.

Weekly Topics and Related Preparation Studies	
<i>*The course schedule may be revised at any time during the semester. Be sure to check announcements and your e-mails on a regular basis.</i>	
Weeks	Topics
1	Introduction to the course /Syllabus Review
2	Introduction to Digital Marketing <ul style="list-style-type: none"> - Strategies in Digital Marketing - Aligning Internet with Business Objectives - The digital marketing landscape
3	Social Media Marketing <ul style="list-style-type: none"> - What is Social Media Marketing? - Overview of Facebook, Twitter, LinkedIn, Instagram etc. - Building Brand Awareness Using Social Media - The Social Media Marketing Strategy - The Social Media Marketing Plan
4	New role of the consumer in digital environment
5	Introduction to Web Design (Barış Batuhan Geçit)
6	Establishing and Promoting YouTube Channels (Barış Batuhan Geçit)
7	Fundamentals of; <ul style="list-style-type: none"> - Google Ads (Barış Batuhan Geçit) - Google AdSense - SEO
8	MIDTERM EXAM
9	Understanding Social Influence Marketing -Social Media and E-commerce
10	In-class Presentations (Assignment 1)
11	Developing a Content Marketing Strategy
12	Digital Branding
13	Figuring Out Millennials
14	In-class Presentations (Assignment 2)
15	In-class Presentations (Assignment 2)
16	FINAL EXAM

Textbook(s)/References/Materials:
<ul style="list-style-type: none"> • Understanding Digital Marketing: Marketing strategies for engaging the digital generation, Damian Ryan, Kogan Page Limited. • Social Media Marketing: The Next Generation of Business Engagement, Dave Evans with Jake McKee, Wiley Publishing, Inc. • Search Engine Optimization Book, Aaron Matthew Wall, SEOBOOK. • The Big-Book-of-Digital-Marketing, A Publication from Digital Firefly Marketing

Assessment		
Studies	Number	Contribution margin (%)
Individual Assignment	2	20
Case Study	2	10
Participation	14	10
Midterm Exam	1	20
Final Exam	1	40
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 14 x total course hours)	16	3	48
Case Study	2	4	8
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	16	3	48
Presentation / Seminar Preparation	2	3	6
Projects			
Reports			
Assignment	2	10	20
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	5	5
Preparation Period for the Final Exam / General Jury	1	5	5
Total Workload	(140/25 = 5,6)		140

Relationship Between Course Learning Outcomes and Program Competencies						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	Assess the marketing potential of digital technologies and social media platforms for a particular real-life marketing challenge.					X
LO2	Understand the digital consumer.					X
LO3	Propose relevant online value proposition.					X
LO4	Choose relevant digital and social media platforms.					X
LO5	Propose digital tactics to achieve marketing goals.					X

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

12	To follow and correctly interpret the current trends developing within the framework of marketing	X	X	X	X	X	5
	TOTAL EFFECT						50

Policies and Procedures

Exams: Within the scope of MAR 206 course, there will be two face-to-face exams, one midterm and one final exam.

Assignments:

Assignment 1. Social Media SWOT Analysis (10 points),

In this assignment, each student should conduct a real social media SWOT analysis.

You should choose a famous brand, and analyse the brand's social media practices with the four areas of a SWOT analysis, and discuss what you can learn from this brand in a hard copy report (You are free to choose the brand).

Assignment 2. Analyzing Social Media Platform (10 points)

For this assignment, each student should choose a famous influencer or celebrity from his/her home country (Students are completely free to choose the person). Then every students should analyze that person's social media platform (Instagram, Facebook, etc..) briefly (number of followers, brands that they promote, type of social media, kind of promotion techniques they use, etc..) and prepare a hard copy report .

Attendance and Regulations: Attendance is required in the MAR 206 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.

