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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Dijital Pazarlama** | |  | 3 | 3+0 | 3 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Zorunlu | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Design Amacı | Bu dersin temel amacı, öğrencilerin elektronik ortamda yürütülen pazarlama faaliyetlerinin ve bunların geleneksel pazarlama faaliyet ve araçlarından farklı olan yönlerini öğrenmesi ve elektronik ortamda pazarlama uygulamalarını yürütebilecek bilgiye ve yeterliliğe sahip olmasının sağlanmasıdır. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.Elektronik ticaret hakkında bilgi sahibi olur.  2.Dijital pazarlamaya ilişkin kavramları tanımlar.  3.Dijital ortamda tüketici davranışlarının yapısını öğrenir.  4.Dijital ortamdaki pazarlama karması stratejilerini ana hatlarıyla belirtir.  5.Dijital pazarlama türlerini detaylı şekilde açıklar. | | | | | | | Dersin İçeriği | Elektronik ticaret kavramı, dijital pazarlama ve dijital ortamdaki tüketicilerin analizi, sosyal medya ve diğer web hizmetleri ve pazarlama ile ilikişi. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | İlkel Toplumdan Bilgi Toplumuna Dönüşüm | | | | | | | 2 | Bilgi Ekonomisi | | | | | | | 3 | E-Ticaret Kavramı ve Türleri | | | | | | | 4 | Dijital Tüketici ve Dijital Tüketici Davranışları | | | | | | | 5 | Geleneksel Pazarlamadan Dijital Pazarlamaya Geçiş | | | | | | | 6 | Elektronik Pazarlama Karması | | | | | | | 7 | Online Reklamlar | | | | | | | 8 | Arama Motoru Pazarlaması | | | | | | | 9 | Web Sitesi Pazarlaması | | | | | | | 10 | E-Posta Pazarlaması | | | | | | | 11 | Sosyal Medya Pazarlaması | | | | | | | 12 | Sosyal Medya Türleri | | | | | | | 13 | Mobil Pazarlama | | | | | | | 14 | Viral Pazarlama | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Ryan, D. (2017) *Dijital pazarlama,* Türkiye İş Bankası Kültür Yayınları. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 4 | | 3 | 3 | | 3 | 3 | | 4 | 3 | | 2 | 2 | | - | 4 | | **ÖÇ2** | 4 | | 3 | 3 | | 3 | 3 | | 4 | 3 | | 2 | 2 | | - | 4 | | **ÖÇ3** | 4 | | 3 | 3 | | 3 | 4 | | 4 | 3 | | 2 | 3 | | - | 4 | | **ÖÇ4** | 4 | | 3 | 3 | | 3 | 4 | | 4 | 3 | | 2 | 3 | | - | 4 | | **ÖÇ5** | 4 | | 3 | 3 | | 3 | 4 | | 4 | 3 | | 2 | 2 | | - | 4 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | Dijital Pazarlama | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 2 | - | 4 | |