Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM421	Internet and Mobile Marketing	7	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	Technology and communication tools are developing rapidly today; advertising principles and strategies can not be expected to remain the same. With the widespread use of mobile phones and the development of digital marketing, the target audience and customers have become more accessible. In this course, it is aimed to provide students with theoretical and practical knowledge about all the aspects of mobile marketing and advertising via the leading companies and to enable them to participate in the mobile marketing and advertising processes of those companies.
Content	The course will have the theoretical and practical knowledge on topics such as media planning, digital and social media advertising, measurement and analysis, mobile application development and marketing technologies, mobile commerce, and payment tools, and digital content creation and planning.
References	Zanville, S. J., & Roger, B. (2010). Advertising media planning. Ephron, E. (2006). Media Planning. Kotler, P., Armstrong, G. (2001). Principles of Marketing. Prentice Hall International, New York. Aaker, A, D. (1996). Building Strong Brands The Free Press, New York. Chaudhuri, A. (2002). How brand reputation affects the advertising brand equity link, Journal of Advertising Research, May-June. Edwards, H. and Day, D. (2005). Creating Passion Brands, Kogan Page, London Öğretim elemanının ders notları.

Theory Topics

Week	Weekly Contents
1	Introduction, Syllabus Evaluation and Review of the Plan
2	Media Planning
3	Google Advertising Solutions
4	Meta Creative Advertising
5	Measurement & Analytical
6	Turkey in the Digital Data - Numbers
7	Student Presentations
8	Student Presentations
9	Influencer Marketing
10	Application Development
11	Games, gameplay, and e-sports
12	Mobile Commerce & Payment Tools
13	Best Cases on the Modern Marketing
14	Digital Content Creation & Planning