## Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-------------|----------|--------|----------|-----|--------|------|
| G450        | E-Pazarlama | 5        | 3      | 0        | 0   | 3      | 5    |

| Prerequisites          |  |
|------------------------|--|
| Admission Requirements |  |

| Language of Instruction | French  |  |
|-------------------------|---|--|
| Course Type             | Elective  |  |
| Course Level            | Bachelor Degree   |  |
| Objective               | The aim of this course is to explain the processes and systems of E-marketing using diverse sector and company practice examples.   |  |
| Content                 | <ul> <li>Introduction</li> <li>Strategic E-marketing and performance measures</li> <li>E-marketing plan and content marketing</li> <li>Global E-marketing</li> <li>User design, Mobil design and web design</li> <li>E-marketing research, CRM and Data analysis</li> <li>E-consumer</li> <li>SEO-SEM</li> <li>Online Advertising</li> <li>Affiliate Marketing</li> <li>Social Media and SM Strategies</li> <li>Online reputation management</li> <li>Mobil marketing</li> <li>E-marketing and Social responsibility</li> </ul> |  |
| References              | - Judy Strauss and Raymond Frost. E-Marketing. Upper Saddle NJ: Prentice Hall Integrating Online and Offline Strategies. M. L. Roberts, 2nd edition Thomson/Atomic Dog Publishing, 2007, ISBN 13: 978-0-759-39278-6 Reichheld, F. F. & Schefter, P. (2000). E-Loyalty - Your secret weapon on the web." Harvard Business Review, July-August: 105-113   |  |

## **Theory Topics**

| Week | Weekly Contents                                |
|------|--|
| 1    | Introduction                                   |
| 2    | Strategic E-marketing and performance measures |
| 3    | E-marketing plan and content marketing         |
| 4    | Global E-marketing                             |
| 5    | User design, Mobil design and web design       |
| 6    | E-marketing research, CRM and Data analysis    |
| 7    | E-consumer                                     |
| 8    | SEO-SEM  |
| 9    | Online Advertising                             |
| 10   | Affiliate Marketing                            |

| Week | Weekly Contents                       |  |
|------|---------------------------------------|--|
| 11   | Social Media and SM Strategies        |  |
| 12   | Online reputation management          |  |
| 13   | Mobil marketing                       |  |
| 14   | E-marketing and Social responsibility |  |