Course CodeCourse NameSemesterTheoryPracticeLabCreditECTSCOM421Internet and Mobile
Marketing720023

Prerequisites

Objective

Content

Admission Requirements

Language of Instruction Turkish
Course Type Elective

Course Level Bachelor Degree

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 torget audience and customers have become more accessible. In this course, it is given to provide students with

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.

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.

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.

References 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

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