

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-----------------------------|----------|--------|----------|-----|--------|------|
| ML526 | E-Marketing and E-Logistics | 1 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| Course Type | Compulsory |
| Course Level | Masters Degree |
| Objective | The purpose of this course is to explain e-marketing and e-logistics principles, methods, strategies, tools, and practices that are facilitate and accelerate business models with the advantages of cost. |
| Content | <p>An overview of e-business, e-commerce, m-business and m-commerce concepts</p> <p>E-marketing and m-marketing definitions, their main features, processes and applications</p> <p>E-marketplaces, applications from Turkey and around the world</p> <p>Social networks, social networks in marketing activities, their importance, characteristics, applications from Turkey and around the world</p> <p>E-marketing and m-marketing strategies and policies, their practices in Turkey and around the world</p> <p>Logistics information systems, e-logistics, m-logistics, their main features and softwares</p> <p>Supply chain integration, enterprise resource planning and softwares used in business</p> <p>Supply chain intelligence and value chain management</p> <p>CPFR – Collaborative Planning, Forecasting and Replenishment; E-logistics and m-logistics strategies and policies and practices in Turkey and around the world and presentation</p> <p>Social networks, social networks in logistics activities, their importance, characteristics, applications from Turkey and around the world</p> |
| References | |

Theory Topics

| Week | Weekly Contents |
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