

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	This course provides an overall up-to-date picture of the mobile marketing landscape. The value of the contents stems from both its power to present the most recent status of the accumulated theoretical and practical knowledge on the mobile channel and mobile consumer behavior in an easy-to-understand manner and also from the way the academic perspective is integrated with facts and figures of a rich portfolio of real mobile marketing cases provided by a telecommunication corporation.
Content	At this course general digital marketing tools and knowledge will be explained in detail. With all concepts and applications about mobile marketing students will design an integrated mobile marketing campaign.
References	Aslam, K. (2017). The 7 Critical Principles of Effective Digital Marketing. CreateSpace Independent Publishing Platform. Kingsnorth, S. (2016). Digital Marketing Strategy: An Integrated Approach to Online Marketing. Kogan Page. Varnali, K. & Toker, A. & Yılmaz, C. (2011). Mobile Marketing. McGraw Hill

Theory Topics

Week	Weekly Contents
1	From traditional to digital media
2	Defining mobile marketing
3	Use of mobile technologies within the customer - company interface I
4	Use of mobile technologies within the customer - company interface II
5	Use of mobile technologies within the customer - company interface III
6	Use of mobile technologies within the customer - company interface IV
7	Midterm
8	Use of mobile technologies within the customer - company interface V
9	Mobile value chain
10	USP (Unique selling proposition)
11	Codes of conduct
12	Consumer centric model for mobile marketing
13	Facilitators for better mobile marketing
14	Presentations