

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
ML526	E-Marketing and E-Logistics	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

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
------	-----------------