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| ***ÇAĞ UNIVERSITY***  ***FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES*** | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Title** | | | | | | | | | | | | **Credit** | | | | | **ECTS** | | |
| **MAN 344** | | | | **Electronic Commerce** | | | | | | | | | | | | **3 (3-0-3)** | | | | | **6** | | |
| **Prerequisites** | | | | | | | | **None** | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | English | | | | **Mode of Delivery** | | | | | | Face to Face | | | | | |
| **Type and Level of Course** | | | | | | | | Elective/3.Year/Spring | | | | | | | | | | | | | | | |
| **Lecturers** | | | | | **Name(s)** | | | | | | **LectureHours** | | | | | | **Office Hours** | | | | **Contacts** | | |
| **Course Coordinator** | | | | | **Assoc.Prof.Dr. Saadet Sağtaş Tutkunca** | | | | | | **Monday**  **13.25-16.35** | | | | | | **Monday**  **10.00-12.00** | | | | saadetsagtas@cag.edu.tr | | |
| **Course Objective** | | | | | **The aim of this course is to understand the role and impact of social media in modern marketing. Participants will gain the ability to develop and implement social media marketing campaigns. They will also be able to analyze and measure the effectiveness of social media activities. The course will also cover legal, ethical, and cultural issues in social media marketing** | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes of the Course** | |  | **Students who have completed the course successfully should be able to** | | | | | | | | | | | | | | | | | **Relationship** | | | |
| **Prog. Output** | | | **Net Effect** |
| 1 | Design and implement an effective social media marketing strategy | | | | | | | | | | | | | | | | | **3** | | | **4** |
| 2 | Analyze social media data to measure the success of marketing campaigns. | | | | | | | | | | | | | | | | | **3** | | | **4** |
| 3 | Use various social media platforms and tools for marketing and communication | | | | | | | | | | | | | | | | | **4** | | | **5** |
| 4 | Identify and evaluate ethical issues related to social media marketing | | | | | | | | | | | | | | | | | **6 & 9** | | | **4** |
| 5 | practice new technological tools in course projects | | | | | | | | | | | | | | | | | **2 & 6** | | | **5** |
| **Course Description:** This course introduces students to the dynamic field of social media marketing. It covers the development of social media strategies, content creation, platform specifics, and the analysis of social media campaigns. The course aims to equip students with the skills to create, manage, and evaluate social media marketing strategies effectively. | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents: (Weekly Lecture Plan)** | | | | | | | | | | | | | | | | | | | | | | | |
| **Weeks** | **Topics** | | | | | | | | | | | | **Preparation** | | | | | | **TeachingMethods** | | | | |
| **1** | **Introduction to Social Media Marketing** | | | | | | | | | | | | Textbook Ch. 1 -  By Lecturer | | | | | | Lectures & Discussion | | | | |
| **2** | **Understanding Social Consumer** | | | | | | | | | | | | Textbook Ch. 2 -  By Lecturer | | | | | | Lectures & Discussion | | | | |
| **3** | ***Network Structure and Influencer Marketing*** | | | | | | | | | | | | Textbook Ch.3 | | | | | | Lectures & Discussion | | | | |
| **4** | **Social Media Strategy and Tactical Planning** | | | | | | | | | | | | Textbook Ch.4 | | | | | | Lectures& Discussion | | | | |
| **5** | Social Media Strategies | | | | | | | | | | | | Textbook Ch.5 | | | | | | Lectures & Discussion | | | | |
| **6** | **The Four Zones of Social Media** | | | | | | | | | | | | Textbook Ch.6 | | | | | | Discussion | | | | |
| **7** | Midterm | | | | | | | | | | | | - | | | | | | Exam | | | | |
| **8** | **Social Media Analytics and Measurement** | | | | | | | | | | | | Textbook Ch.10 | | | | | | Lectures & Discussion | | | | |
| **9** | ***Social Media Metrics and ROI*** | | | | | | | | | | | | Textbook Ch.11 | | | | | | Lectures & Discussion | | | | |
| **10** | Emerging Technologies in Social Media | | | | | | | | | | | | By Lecturer | | | | | | Lectures & Discussion | | | | |
| **11** | ***Developing a Social Media Marketing*** Plan | | | | | | | | | | | | By Lecturer | | | | | | Lectures & Discussion | | | | |
| **12** | Project Presentation | | | | | | | | | | | | Student Presentation | | | | | | Discussion | | | | |
| **13** | Project Presentation | | | | | | | | | | | | Student Presentation | | | | | | Discussion | | | | |
| **14** | Project Presentation | | | | | | | | | | | | Student Presentation | | | | | | Discussion | | | | |
| **REFERENCES** | | | | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | | | *Social Media Marketing* (3rd Edition). SAGE Publications  Tuten, T. L., & Solomon, M. R. (2018). | | | | | | | | | | | | | | | | | |
| **Recommended Reading** | | | | | | Social Media Marketıng Emerging Concepts And Applications, Githa Heggde and G. Shainesh (2018). | | | | | | | | | | | | | | | | | |
| **MaterialSharing** | | | | | | Case Studies | | | | | | | | | | | | | | | | | |
| **ASSESSMENT METHODS** | | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Number** | | | **Effect** | | | | **Notes** | | | | | | | | | |
| ***Midterm Exam*** | | | | | | | **1** | | | **40%** | | | |  | | | | | | | | | |
| ***Final Project*** | | | | | | | **1** | | | **60%** | | | |  | | | | | | | | | |
| ***Total*** | | | | | | |  | | | **100%** | | | |  | | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | | |
| **Contents** | | | | | | | | | **Number** | | | | | | **Hours** | | | | | | | **Total** | |
| **Hours in Classroom** | | | | | | | | | **14** | | | | | | **3** | | | | | | | **42** | |
| **HoursoutClassroom** | | | | | | | | | **14** | | | | | | **6** | | | | | | | **84** | |
| **Midterm Exam** | | | | | | | | | **30** | | | | | | **10** | | | | | | | **30** | |
| **Final Project** | | | | | | | | | **30** | | | | | | **10** | | | | | | | **30** | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | | | **186** | |
| **=186/30=6,2** | |
| **6** | |
| **RECENT PERFORMANCE** | | | | | | | | | | | | | | | | | | | | | | | |
| |  |  | | --- | --- | |  |  | |  |  | | | | | | | | | | | | | | | | | | | | | | | | |