

**Antalya Bilim University**  
**Department of Business Administration,**  
**BUSI 338**  
**Digital Marketing**

Class time & Place:  
Tuesdays

Office hours: All students are welcome

“It’s hard to find things that won’t sell online.” – Jeff Bezos

Demanding customers, fast-changing technologies, increasing global competition, deregulation and social changes in global markets have created new challenges and opportunities for a wide range of businesses all over the world. The development of digital technologies including internet technologies and www have transformed marketing and the way the businesses communicate with stakeholders; but foremost customers. Digital marketing provides the most comprehensive guide to all aspects of using the Internet, digital media and marketing technology to achieve the goals of integrated multichannel marketing. Therefore, this course will provide a solid foundation in the key concepts in digital marketing including the principals of digital marketing, digital platforms, campaign and content management for digital media, marketing communications using digital media channels, last but not least the evaluation of performance metrics in digital marketing.

The course will be delivered via a blend of interactive class discussion, exercises, and case analyses.

**Course book:**

Dave Chaffey, Fiona Ellis-Chadwick

Digital Marketing, 7th Ed., Pearson Global Edition, 2019 ISBN-10: 1292241578 • ISBN-13: 9781292241579

Students are responsible to get a hard copy of the course book.

**Recommended readings:**

Additional reading material will be provided by the lecturer.

**Developing Graduate Attributes**

Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:

- skills involved in scholarly enquiry;
- an in-depth engagement with the relevant disciplinary knowledge;
- the capacity for analytical and critical thinking;
- the ability to engage in independent and reflective learning.

**Academic Honesty and Plagiarism**

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

**Assessment Criteria:**

- 1) **Midterm (40%):** Students are responsible for all class material covered until the midterm exam. Exam will be essay type. Details to be announced.

- 2) **Final exam (50%):** Students are responsible for all class material covered after the midterm exam. Exam will be essay type. Details to be announced.
- 3) **Attendance and in class exercises (10%).** You have to join all classes unless you have an official excuse. If you will not join the class, please inform me via my official school e-mail prior to the class. Regarding your attendance and participation in class, quizzes might be conducted over LMS system.

### **Course Schedule**

**WEEK 1** Introducing digital marketing

Chaffey, Chapter 1, pp. 5

**WEEK 2** Online marketplace analysis: micro-environment

Chaffey, Chapter 2, pp. 17

**WEEK 3** The online macro-environment

Chaffey, Chapter 3, pp. 31

**WEEK 4** Digital marketing strategy

Chaffey, Chapter 4, pp. 41

**WEEK 5** The impact of digital media and technology on the marketing mix

Chaffey, Chapter 5, pp. 51

**WEEK 6** Relationship marketing using digital platforms

Chaffey, Chapter 6, pp. 61

**WEEK 7** Delivering the online customer experience

Chaffey, Chapter 7, pp. 71

**WEEK 8 Midterm Exam**

**WEEK 9 GUEST SPEAKER**

**ALİ ENGİN DORUM, ABU Career Center Coordinator and IE RA**

**WEEK 10** Campaign planning for digital media

Chaffey, Chapter 8, pp. 80

**WEEK 11** Marketing communications using digital media channels

Chaffey, Chapter 9, pp. 91

**WEEK 12** Evaluation and improvement of digital channel performance

Chaffey, Chapter 10, pp. 100

**WEEK 13** B2B and B2C digital marketing practice

Chaffey, Chapter 11 & 12, pp. 110-115

**WEEK 14 Closing observations**

**Grading Policy:**

Attendance 10%

Midterm exam 40%

Final exam 50%

**Letter Grading:** Passing grade is 50 out of 100. Letter grades are TBA.

**\*\*\* This syllabus is subject to change based on Professor's inquiry. Classes can be ONLINE over LMS due to Covid 19 Requirements.**