

COURSE INFORMATION					
Course Title	Code	Semester	L+P+L Hour	Credits	ECTS
Digital Marketing Management	CIS 521		3 + 0 + 0	3	10

Prerequisites	-
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Language of Instruction	English
Course Level	Master's Degree
Course Type	Area Elective
Course Coordinator	
Instructors	
Assistants	
Goals	This course mainly aims to sense the digital marketing over quickly developing fields, which utilizes advertising technologies, including web tools and social network sites to conduct e-commerce, e-marketing, and other e-business activities.
Content	The course covers the areas of buyer behavior, media marketing, digital enterprise, customer journey, STAC framework as well as advertising strategy, market research and analytics, and several other critical topics. The course is managerially

	oriented, and includes many digital media visuals, simulations and assignments over marketing phenomena space.	
Learning Outcomes	Teaching Methods	Assessment Methods
Defines digital marketing and explains importance of it.	1,2,3	A
Explains the properties of strategic approaches in digital marketing and digital media .	1,2,3	A,C
Provides good and bad digital media examples and explains why they are good or bad.	1,3,12	A,C
Knows the factors that can make Digital marketing ineffective.	1,3,12	C
Explains how to become a product brand in the promotion of digital marketing	1,2,3	A,C

Teaching Methods:	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
Assessment Methods:	A: Testing B: Presentation C: Homework

COURSE CONTENT		
Week	Topics	Study Materials
1	INTRODUCTION TO DIGITAL MARKETING	Lecture notes, books, case studies
2	DIGITAL MARKETING AND SOSTAC FRAMEWORK	Lecture notes , books, case studies
3	EVERGREEN TOPIC	Lecture notes
4	BRAND MANAGEMENT IN THE DIGITAL ENVIRONMENT	Lecture notes
5	ADVERTISING TECHNOLOGIES	Lecture notes
6	CUSTOMER JOURNEY	Lecture notes
7	MIDTERM EXAM	
8	BRAND AWARENESS	Lecture notes, case studies
9	IMPORTANCE OF ENGAGEMENT	Lecture notes , books, case studies

10	E-MAIL MARKETING VIDEO ADVERTISING	Lecture notes , books, case studies
11	SOCIAL MEDIA	Lecture notes
12	POSTING TECHNIQUES	Lecture notes
13	FINAL EXAM	

RECOMMENDED SOURCES	
Textbook	Digital Marketing: Strategy, Implementation and Practice Dave Chaffey & PR Smith, 5th Edition, Elsevier Butterworth-Heinemann, 2012
Additional Resources	Course website , lecture notes, computer in standard textbooks, case studies ; and analysis of online articles related to contemporary issues , reference books , resources for the term paper

MATERIAL SHARING	
Documents	Lecture notes
Assignments	Homeworks and term paper
Exams	Exams Midterm, final exam

ASSESSMENT			
IN-TERM STUDIES	NUMBER	PERCENTAGE	
Mid-Term	1	70	
Class Performance	1	10	
Term Paper	1	20	
Final Exam		100	
Total		50	
CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE		50	
CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE	1	70	
Total		1	10

COURSE CATEGORY	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAMME						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	E-Commerce and Technology graduated, Describe contemporary e-Commerce environment			X		
2	E-Commerce and Technology graduated, Review concepts and terminology together with processes and management decisions involved				X	

3	E-Commerce and Technology graduated, Apply techniques of using of JavaScript, JScript, DHTML, CSS, ASP, XML documents to external resources	X
4	E-Commerce and Technology graduated, Demonstrate an understanding of transforming and presentation languages	X
5	E-Commerce and Technology graduated, Assess major e-Commerce opportunities, limitations, issues and risks	X
6	E-Commerce and Technology graduated, Skills in project and risk management, awareness about importance of entrepreneurship, innovation and long-term development, and recognition of international standards and methodologies.	X
7	E-Commerce and Technology graduated, Recognition of the need for, and the ability to access information, to follow recent developments in science and technology, and to engage in life-long learning.	X
8	E-Commerce and Technology graduated An ability to design, implement and evaluate an information system, component, process or program that meets specified requirements.	X
9	E-Commerce and Technology graduated, Describe contemporary e-Commerce environment	X
10	E-Commerce and Technology graduated, Review concepts and terminology together with processes and management decisions involved	

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 13x Total course hours/week)	13	3	39
Hours for off-the-classroom study (Pre-study, practice, review/week)	14	4	56
Homework	4	35	140
Midterm	1	2	2
Final	1	3	3
Total Work Load			240
Total Work Load / 25 (h)			9.60
ECTS Credit of the Course			10