



Eskişehir Osmangazi University
Faculty of Tourism
Gastronomy and Culinary Arts Course Information Form

Term	Fall
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COURSE CODE	271217032	COURSE NAME	Digital Marketing
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	Credits	ECTS	Type	Language
V	2	0	0	2	4	CORE () ELECTIVE (x)	Turkish

COURSE CATEGORY

Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills
	X			

ASSESSMENT CRITERIAS

DURING TERM	Activity	Number	Percentage (%)
	I. Mid-Term		1
II. Mid-Term			
Quiz			
Homework			
Project			
Report			
Other (.....)			
FINAL EXAM		1	60

PREREQUISITE(S) (IF ANY)	
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COURSE CONTENT	In this course, the defining concepts, differences and current practices regarding digital advertising and design will be demonstrated.
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COURSE OBJECTIVES	
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CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	Digital marketing is a rapidly growing field in the business world.
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COURSE OUTCOMES	This course serves as an introduction to this field. Various roles in organizations' total marketing programs will be explained, students will learn all aspects of digital advertising practices.
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TEXTBOOK(S)	Digital Marketing Strategy Simon Kingsnorth Nobel Academic Publishing
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SUPPORTIVE RESOURCES	
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EQUIPMENTS REQUIRED	
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COURSE OUTLINE	
WEEK	SUBJECTS
1	Introduction to digital marketing. Differences between classic and digital design
2	The new rules of marketing and communication in the world of digital design.
3	Changing social life; new digital life style and social media. Visual design for social media applications and usability.
4	Digital media strategy and digital media products.
5	Search engine marketing and print advertising. (Online advertising in the classical sense). Typography and kinetic typography in digital design.
6	New generation online advertising.
7	Computer to computer advertising and mobile advertising.
8	Computer to computer advertising and mobile advertising.
9	Games and microsites with advertising content.
10	Homework evaluation and general revision
11	Digital marketing communication concept. Games and microsites with advertising content.
12	Digital marketing communication concept: What's in the near future: Internet TV etc.
13	Case study: Classic advertising and digital advertising
14	Case study: Classic advertising and digital advertising.
15/16	Final Exam

No.	OUTCOMES	3	2	1
1	Knows and applies concepts, principles and theories in the field of gastronomy and culinary arts.			X
2	Have knowledge about nutrition principles and food science.			X
3	Demonstrates reading, comprehension, speaking and writing skills in a second foreign language at least at the European Language Portfolio B2 general level.			X
4	Communicates effectively in writing, verbally and non-verbally and demonstrates presentation skills.			X
5	Defines, analyzes, synthesizes and evaluates information and data in the field of tourism and gastronomy.			X
6	Knows and applies management theories and practices that can effectively manage a food and beverage business, and acquires entrepreneurial skills.			X
7	Knows social and professional ethical values, evaluates them from a critical perspective and develops appropriate behavior.			X
8	Uses both basic and field-related information and communication technologies and software at an advanced level.			X
9	Gain knowledge about the basic concepts, theories, principles and facts in the field of business and economics.		X	
10	Have knowledge about national and international cuisines and apply them.			X
11	Knows and applies food and beverage cost control, menu planning and pricing.			X
12	Knows all processes related to food and beverage production, from the purchasing stage to the presentation stage, and solves any problems that may arise during these processes.			X
13	Knows and applies national and international legal regulations, professional standards, occupational safety and worker health principles related to the field of work.			X
14	Knows and applies classical and modern production techniques in the field of food and beverage.			X
15	Evaluates food and dishes within the framework of history, geography, culture and nutritional sciences.			X
1:Never. 2:Few. 3:Many.				

Instructor Name :

Signature:

Date: