ESOGU Tourism Faculty Course Information Form

TERM	Fall

COURSE CODE	271117040	COURSE NAME	Digital Marketing

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	**Practice**	**Laboratory**	**CREDITS**	**ECTS**	**TYPE**	**LANGUAGE**
VII	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			
	Activity	**Number**	**Percentage (%)**
DURING TERM	I. Mid-Term	1	40
	II. Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Other (………)		
FINAL EXAM		1	60

PREREQUISITE(S) (IF ANY)	
COURSE CONTENT	The content of the course is to understand digital marketing strategies from both the consumer and service provider sides and to discuss the marketing opportunities and threats posed by social media and digital technologies.
COURSE OBJECTIVES	The primary purpose of the course is to convey information to students about digital marketing strategies. Recognizing social media tools and digital tools, how marketing activities in these areas are organized and understanding their importance for the consumer can also be considered among the objectives of the course.
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	Having digital skills and knowing digital marketing techniques will help candidates who will work in tourism or other fields to have a more qualified profession.
COURSE OUTCOMES	• Ability to recognize basic concepts related to social media and digital marketing • Ability to explain the digitalization process • Ability to compare marketing structures in different social media tools • Ability to identify problems that arise in digital marketing applications • Understanding the basic motivations and objectives in a digital marketing strategy
TEXTBOOK(S)	Simon Kingsnorth, Dijital Pazarlama Stratejisi, Nobel akademik yayıncılık, 2022

SUPPORTIVE RESOURCES	AÖF Sosyal Medya Ders Kitabı
EQUIPMENTS REQUIRED	

COURSE OUTLINE

WEEK	SUBJECTS / TOPICS
1	Introduction and Conceptual Framework
2	Social media
3	Social Media Tools
4	Social Media Marketing
5	Digitalization and Digital Strategy
6	Business Strategy and Digital Strategy Alignment
7	Obstacles to Digital Strategy
8	Digital Strategy Planning
9	Search Engine Optimization
10	Paid Search
11	Banner
12	User Experience
13	Customer Relations Management
14	Content Strategy
15,16	Final Exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.			X
2	To be able to plan the process of investment of a new established tourism company.		X	
3	To be able to manage companies to be established in the areas of tourism.		X	
4	To understand local, national and international dimension of management in tourism administration.	X		
5	To have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment		X	
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.	X		
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.			X
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.) and hotel management			X
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.			X
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.			X
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.	X		
1: Few **2**: Partially **3**: Many				

Instructor Name :