

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Digital Media Marketing	VCDE208	I	Theory 2	Practice 2	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	YES	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

Language of Instruction	English
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Course Instructor(s)	Asst.Prof.Dr. İbrahim Dalkılıç	E-mail : ibrahim.dalkilic@arucad.edu.tr Office : 1004
Course Objectives	The aim of the Digital Media Marketing Course is to provide students the new approaches in marketing through emerging media channels. Students will be equipped with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop and execute a successful digital media marketing plans.	
Course Learning Outcomes	Digital Media Marketing Course immerses students in the marketing application of digital media and other newly emerging media channels. Within the scope of the course, students will learn about the effective and current implementation phases of marketing starting from the basic planning stages. Students will be equipped with the know-how skills to set objectives, develop digital media marketing plans, integrate emerging digital media tools into entire marketing plans. Course covers hands-on experiences and case studies of digital media marketing executions.	

Course Content	<ul style="list-style-type: none"> • Fundamentals of Marketing • Digital Media & Digital Marketing • Digital Media Industries • Content Creation and Management • Visual Storytelling • Digital Marketing Campaign Design Measurements & Feedbacking
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COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementati on (theory/practi ce)	Required Reading, Preliminary preparation
1	Introduction to the Course and Syllabus Review	T	-
2	Fundamentals of Marketing Digital vs. Real Marketing	T	The Advertising Concept Book, Introduction The Digital Media Handbook, p.20-43 The Art of Digital Marketing, Chapter 1 https://www.youtube.com/watch?v=s_GtcJg5AeE
3	The Landscape: Digital Media Industries & Digital Media Channels The path to digital media marketing	T	The Digital Media Handbook, p.149-165 The Social Media Industries, p.1-46
4	Rules Of Engagement Target Identification and Determining Your Audience People and Big Data	T	The Art of Digital Marketing, Chapter 10 http://digitalengagementframework.com/dig enfra3/wp-content/uploads/2016/02/Digital_engagement_in_culture_heritage_and_the_arts.pdf Chapter 1: http://netmining.com/wp-content/uploads/2015/09/Netmining-Marketing-Big-Book.pdf
5	Content Marketing What is Content Marketing and why is it important?	T	Writing & Editing For Digital Media; p.1-29

			The Art of Digital Marketing, Chapter 4 Chapter 5: https://www.7boats.com/academy/wp-content/uploads/2016/10/50-shades-of-digital-marketing.pdf
6	Visual Storytelling Talking and Targeting Visually	T	The Advertising Concept Book, p.108-160 The Art of Digital Marketing, Chapter 4
7	A framework for Digital Media	T / P	The Art of Digital Marketing, Chapter 10 The Social Media Industries, p.86-105
8	Midterm	T	
9	Creating initial digital marketing plan	T / P	The Advertising Concept Book, Chapter 4 https://www.youtube.com/watch?v=OsrFBP_jtw https://www.youtube.com/watch?v=KgwrnjVRHRw
10	Digital Marketing Budgeting - resource planing - cost estimating - cost budgeting - cost control	T / P	The Advertising Concept Book, chapter 14 https://www.youtube.com/watch?v=nax65qvk8rk
11	Digital Marketing Campaign Design Creating a Digital Advertisement	T / P	The Digital Media Handbook, p.358-373
12	Distribute & Promote Content	T / P	The Advertising Concept Book, chapter 14
13	Measure Impact Feedbacking & Monitoring Campaigns SEO Optimization	T / P	The Art of Digital Marketing, Chapter 9 Chapter 16: https://www.7boats.com/academy/wp-content/uploads/2016/10/50-shades-of-digital-marketing.pdf
14	Going Viral ? Viral and Guerilla Marketing	T / P	The Art of Digital Marketing, Chapter 2 https://journals.sagepub.com/doi/10.1177/2056305119847516
15	Summary and wrap up Using Social Media for your career	T	-

Required Course Material(s) / Reading(s)/ Text Book(s)	<p>Dewdney, A. & Ride, P. (2014). <i>The digital media handbook</i>. London: Routledge.</p> <p>Dodson, I. (2016). <i>The art of digital marketing : the definitive guide to creating strategic, targeted and measurable online campaigns</i>. Hoboken, New Jersey: John Wiley & Sons, Inc.</p>
Recommended Course Material(s)/ Reading(s) /Other	<p>Barry, P. (2016). <i>The advertising concept book : think now, design later : a complete guide to creative ideas, strategies and campaigns</i>. New York, New York: Thames & Hudson.</p> <p>Dodson, I. (2016). <i>The art of digital marketing : the definitive guide to creating strategic, targeted and measurable online campaigns</i>. Hoboken, New Jersey: John Wiley & Sons, Inc.</p> <p>Carroll, B. (2017). <i>Writing and editing for digital media</i>. New York, NY: Routledge.</p>

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	30
Quiz	-	-
Assignment	-	-
Project	1	30
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	40
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1-lowest/ 5-highest)				
		1	2	3	4	5
1	Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.				*	
2	Have a wide range of knowledgeable, critical and creative approaches to understanding the principles of digital media in contemporary culture.					*
3	Create an understanding of the impact and importance of digital culture in its diverse global forms.					*
4	Be able to communicate and market created works across on various digital platforms in their diverse global forms.					*
5	Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.			*		
6	Learn practiced-based skills in graphic design, interactive media, including web design and video production, alongside the theoretical analysis of new modes of content creation.			*		
7	Develop understanding of data, data visualization and be able to create information based graphics and visual elements.				*	
8	Be able to follow and adapt to current trends in digital world to implement them on multimedia productions created.					*
9	Gain game development skills such as game design, story writing, character development and basic scripting.	*				
10	Have an understanding of different eras in media in a historical context and acquire a deep understanding of the ethical and legal responsibilities associated with being a communicator and content creator and			*		
11	Work efficiently independently and also within a team, meeting the deadlines and completing high quality projects.				*	
12	Develop a comprehensive digital portfolio of the works you produce, which includes research, thesis, news articles, films, websites, photo essays, and animations.			*		

ECTS / STUDENT WORKLOAD

ACTIVITIES	NUMBER	UNIT	HOURLY	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	14		1	14
Mid-Term	1		15	15
Quiz	-		-	-
Assignment	-		-	-
Project	1		30	30
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		15	15
Other	-		-	-
TOTAL WORKLOAD				130
TOTAL WORKLOAD / 25				5.2
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE
Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is very important input for learning process for the students. It is also vital to understand the effect of creativity input for the production process of advertisement.

PREPARED BY	Asst.Prof.Dr.İbrahim Dalkılıç
UPDATED	22.10.2021
APPROVED	