

MAN423 : E-Marketing

Hacettepe University Department Of Business Administration

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Course Material: <http://www.aycaturhan.com/man423>

Course Overview:

In this course, we will examine the fundamentals of digital marketing. The course focuses not only strategic level of digital marketing, but also tactics and usage of tools to meet digital marketing objectives. The students will gain knowledge on subjects including digital assets, digital analytics, search engine optimization, social media marketing, content marketing, video marketing, online advertising, search engine marketing, e-mail marketing, mobile marketing, growth hacking and gamification.

Course Schedule:

Week 1 - Introduction

Week 2 - Digital Marketing and Key Concepts

Week 3 - Digital Assets and User Experience

Week 4 - Digital Analytics

Week 5 - Content Marketing & Video Marketing

Week 6 - Search Engine Optimization (SEO)

Week 7 – Midterm (Exact date TBD)

Week 8 - Social Media Marketing

Week 9 - Online Advertising & Search Engine Marketing

Week 10 - Event

Week 11 - Mobile Marketing & E-Mail Marketing

Week 12 - Gamification & Growth Hacking

Week 13 - Project Presentations

Week 14 - Project Presentations

There might be some changes in the schedule throughout the semester.

Grading:

Midterm: 20%

Project/Presentation: 30%

Final: 40%

Participation: 10%

Midterm and Final are going to be essay type.

Project's subject is analyzing a company's digital presence, digital marketing strategies and tactics and making some recommendations to the company based on the topics we covered throughout the semester. In project presentations, students are expected to form groups of 4, prepare a powerpoint presentation and share it with the class in the last two weeks of semester. You are expected to share the presentation with me via e-mail on the day of your presentation.

Textbook:

Title: eMarketing: The Essential Guide To Digital Marketing

Author: Rob Stokes

Available for Free Download at: <https://www.redandyellow.co.za/courses/textbook-digital/>

Lecture Slides:

The Course will be taught using Powerpoint slides. At the end of every week, slides will be available at: <http://www.aycaturhan.com/man423>

The slides are mostly based on textbook mentioned above. However, on powerpoint slides, there will be some information which is not available on the book. Therefore, I highly recommend attending class every week and studying slides before exams and project.

Suggested Readings:

Even though some content from the books below are going to be presented in the class, you are not required to read all of them. However, for gaining deeper knowledge in the area of digital marketing, I highly recommend these books (and more.)

Title: Understanding Digital Marketing, 2nd Edition.

Authors: Damian Ryan, Calvin Jones

Available at: <http://www.amazon.com/Understanding-Digital-Marketing-Strategies-Generation-ebook/dp/B007C24IK2>

Title: Digital Minds: 12 Things Every Business Needs to Know About Digital Marketing

Author: WSI

Available at: <http://www.amazon.com/Digital-Minds-Things-Business-Marketing-ebook/dp/B00E9I9H80>

Title: Web Analytics 2.0

Author: Avinash Kaushik

Available at: <http://www.amazon.com/Web-Analytics-2-0-Accountability-Centricity/dp/0470529393>

Title: Advanced Web Metrics with Google Analytics

Author: Brian Clifton

Available at: <http://www.amazon.com/Advanced-Web-Metrics-Google-Analytics/dp/1118168445>

Title: Marketing In The Age Of Google

Author: Vanessa Fox

Available at: <http://www.amazon.com/Marketing-Age-Google-Revised-Updated/dp/1118231937>

Title: Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising

Author: Ryan Holiday

Available at: <http://www.amazon.com/Growth-Hacker-Marketing-Primer-Advertising/dp/1591847389>

Title: For the Win: How Game Thinking Can Revolutionize Your Business

Author: Kevin Werbach

Available at: <http://www.amazon.com/For-Win-Thinking-Revolutionize-Business/dp/1613630239>

Title: The Art of SEO

Author(s): Eric Enge, Stephan Spencer, Jessie Stricchiola, Rand Fishkin

Available at: <http://www.amazon.com/Art-SEO-Theory-Practice/dp/1449304214>

Title: SEO Made Simple (Third Edition): Strategies for Dominating the World's Largest Search Engine

Author: Michael H. Fleischner

Available at: <http://www.amazon.com/SEO-Made-Simple-Third-Edition/dp/1481838067>

Title: Hooked: How to Build Habit-Forming Products

Author: Nir Eyal

Available at: <http://www.amazon.com/Hooked-How-Build-Habit-Forming-Products/dp/1591847788>

Please get in contact with me if you need any further recommendations.

Web Sites/Blogs:

Everything is changing at a great pace in the digital world. In order to keep up with the pace, it's essential to follow the latest trends and news. Some great sites/blogs to follow are:

Technology In General

<http://www.techcrunch.com/>

<http://www.mashable.com/>

<http://www.businessinsider.com/>

<http://www.engadget.com/>

<https://www.kissmetrics.com/>

<http://www.thenextweb.com/>

<http://www.theverge.com/>

<http://www.venturebeat.com/>

<http://www.hbr.org>

<http://blog.hubspot.com/>

SEO & Digital Marketing & Analytics

<http://www.searchenginejournal.com>

<http://www.moz.com/blog>

<http://analytics.blogspot.com.tr/>

<http://googlewebmastercentral.blogspot.com.tr/>

<http://www.searchenginewatch.com/>

<http://www.marketingland.com/>

<http://www.socialmediaexaminer.com/>

<http://www.searchengineland.com/>

<http://www.seroundtable.com/>

<http://www.clickz.com/>

<https://www.mattcutts.com/blog/>

<http://www.kaushik.net/avinash/>