

Digital Marketing and Social Media



General Information:

The BSc in Digital Marketing and Social Media is an innovative program that aims to fill the gap identified in modern firms in the field of marketing. Specifically, the advancement of technologies in communication as well as development and ubiquity of digital media generate new challenges as well as opportunities that need to be addressed by contemporary marketers.

This unique program aims to provide the necessary knowledge and practical experience to meet the contemporary needs. The program has a strong foundation in business and marketing but its delivery is also heavily influenced with the input from other fields, namely, information technology so as to understand and appreciate the current information ecosystem, including the WWW and smart mobile devices, and media communication so as to understand and appreciate how digital content and information can be constructed and used.

Program Objectives:

The specific objectives of the program are as follows:

- Provide students with the fundamental principles and practices of digital marketing and social media.
- Equip students with specialized knowledge in the areas of digital marketing, digital media, and information technology.
- Have basic knowledge in computer systems and skills in web design and development.
- Introduce students to basic knowledge on the production of digital media including text, images, video and audio and the use of this knowledge within the context of digital marketing
- Introduce students to methodologies, tools and technologies involved in digital marketing.
- Introduce students to methodologies, tools and technologies involved in the analysis and visualization of online data to extract useful information for real-time strategic decision making.
- To combine marketing and digital media in a unified program that will allow graduates to seek employment in the areas of Marketing and Digital Marketing

Career Opportunities:

The program is designed to provide students with the qualifications needed to pursue a career as Digital Marketing and Social Media Experts. They will be able to design and implement effective Digital Marketing and Social Media Campaigns for products and services in a variety of industry settings in both the private and public sectors. They will also be trained to work effectively with IT specialists and graphic designers maximizing the synergies between marketing, media, and information technology.

Greetings Hocam, I do not mean to disturb. Is this structure okay for elu.edu.tr website:

Curriculum

Semester 1		FRESHMAN FALL				17	
Course Code	Course Title	Type	Credit				
BSNS111	Fundamentals of Business - I	CC	3				
DMSM111	Digital Marketing and Social Media	CC	2				
LNGE111	Academic English Skills - I	CC	2				
GNRL112	Mathematics for Social Sciences - I	CC	3				
TMGT111	Introduction to Tourism Industry	CC	3				
ISMN111	Introduction to Management Information Systems	CC	3				
GNRL113	Essential Life Skills ¹	CC	1				

Semester 2		FRESHMAN SPRING				17	
Course Code	Course Title	Type	Credit				
GNRL121	Computer Skills - II	CC	2				
LNGE121	Academic English Skills – II	CC	3				
LNGE122	Turkish – Speech & Composition	CC	2				
ECON121	Principles of Microeconomics	CC	3				
GNRL122	Statistics for Social Sciences - I	CC	3				
ACNT121	Accounting - I	CC	3				
BSNS121	Principles of Management	CC	1				

Semester 3		SOPHOMORE FALL				16	
Course Code	Course Title	TYPE	Credit				
DMSM231	Web Development & Design	RA	3				
MNGT231	Organizational Behavior	CC	3				
DMSM232	Content Marketing	RA	3				
GNRL231	Mathematics for Social Sciences - II	CC	3				
WRSP231	Essential Behavioral Skills – I	CC	1				
UE 01	UE 01	UE	3				

Semester 4		SOPHOMORE SPRING				16	
Course Code	Course Title	TYPE	Credit				
DMSM241	Social Media Marketing	RA	3				
GNRL241	Statistics for Social Sciences - II	CC	3				
MKTG241	Principals of Marketing	CC	3				
WRSP241	Essential Behavioral Skills – II	CC	1				
ACNT241	Accounting - II	UE	3				
AE 01	AE 01	AE	3				

Semester 5		JUNIOR FALL			16
Course Code	Course Title	TYPE			Credit
MNGT351	Strategic Management	CC			3
DMSM351	Search engine Optimization (SEO)	RA			3
FNCE351	Financial Management	CC			3
DMSM352	Pay Per Click (PPC)	RA			3
WRSP351	Essential Managerial Skills – I	CC			1
UE 02	UE 02	AE			3

Semester 6		JUNIOR SPRING			16
Course Code	Course Title	TYPE			Credit
BSNS361	Quantitative Analysis	CC			3
DMSM361	Display & Video Advertising	RA			3
MNGT361	Principals of Human Resource Management	CC			3
DMSM362	Email Marketing	RA			3
WRSP361	Essential Managerial Skills – II	CC			1
AE 02	AE 02	AE			3

Semester 7		SENIOR FALL			13
Course Code	Course Title	TYPE			Credit
DMSM471	Website Optimization	RA			3
DMSM472	Analytics with Google Analytics	RA			3
WRSP471	Essential Managerial Skills – III	CC			1
UE 03	UE 03	UE			3
AE 03	AE 03	AE			3

Semester 8		SENIOR SPRING			15
Course Code	Course Title	Type			Credit
MNGT481	Production and Operations Management	CC			3
DMSM481	Digital Marketing Strategy	RA			3
BSNS482	Research Methods	CC			3
AE 04	AE 04	AE			3
AE 05	AE 05	AE			3

Elective Courses				
General Business	Entrepreneurship	Marketing	Tourism	Digital Marketing
Organization Theory	Entrepreneurship and Small Business Management	Marketing Research	Accounting for Tourism	Introduction to Web Development, Design and Hosting
Developing Management Skills	International Small and Medium-Sized Enterprises	International Marketing Strategy	E-Tourism	Design Thinking
Introduction to Psychology	Small and Medium Size Enterprises Strategy	Consumer Behavior	Event Tourism	Brand Creation & Development
Introduction to Sociology	Creativity and Ideation	Advertising	Gaming and Entertainment Operations	E-Commerce
Cost Analysis and Control	Technology and Innovation Management	Digital Marketing	Information Systems for Tourism Industry	
Labour Relations	Social Entrepreneurship	Applied Multimedia	Marketing for Tourism	
Corporate Social Responsibility	Competitive SME	Digital Media	Cultural Exchange and Tourism	
Public Administration		Creative Social Media Marketing	Food Production - II	
Managerial Accounting		Content Marketing	Human Resources Management for Tourism	
Public Relation		Event Marketing	Economics for Tourism	
		Color Your Message	Ethics and Social Issues in Tourism	
			World Destinations	
			Introduction to Law	