

BA 4730 – Digital Marketing and Advertising
Course Schedule (Days, Times)

Instructor:	Soner Ergen
Office:	FEAS Building B, H xxx
Phone:	
E-mail:	sonere@metu.edu.tr
Office Hours:	
Course Web Page:	
Course Description:	
To ensure that new generation technologies that have caused disruptive changes in every field with the digital age are learned by the students of the Faculty of Economics, Administrative and Social Sciences, and preparation of student for their future career lives by experiencing the values they can create in the field of marketing with new generation technologies.	
Course Student Learning Objectives: (CSLOs)	
<i>Upon successful completion of this course, students should be able to:</i>	
Course Specific Skills:	
<ol style="list-style-type: none"> 1. To understand new generation technologies in the digital age, ensuring the comprehension of their impacts on the future of the business world 2. To be able to apply theoretical principles to the realities of practical business life 3. To think innovatively and creatively in digitalized marketing complex situations 4. To understand the demands and particular questions of globalization 5. To ensure that the information learned in theory is experienced in a simulation environment in the "Marketing Platform" specially written for marketing professionals. Thus, preparing for the post-graduation period by contributing to the consolidation of marketing technologies learned in theory by using them in practice 	
Discipline Specific Skills:	
<ol style="list-style-type: none"> 6. To understand the importance of business ethics and to apply business ethics as a principal guide in both business and academic environment 7. To have the moral courage to withstand objective criticism and to have a perspective of self-criticism in the task of business and academic life. 8. To ensure the adaptation of the students of the Faculty of Social Sciences to business life in the digital age by learning the technologies used in Marketing Science 	
Personal and Key Skills:	
<ol style="list-style-type: none"> 9. To correctly identify the problems and to be able to ask the correct questions 10. To understand and grasp the full details of theoretical arguments and counter arguments 11. To acquire leadership qualities but also to know how to be a team member 	
Learning and Teaching Methods:	
<p>There will be interactive and hybrid (digital and physical) methods such as:</p> <ul style="list-style-type: none"> • Group projects, presentation, Artificial Intelligence based platform simulation, real business life cases with guest keynote speakers 	
Required Reading:	
Suggested Reading:	
<ol style="list-style-type: none"> 1)J.Paul Peter & James H. Donnelly, Jr. Marketing Management Knowledge and Skills. 11th Ed. McGraw Hill 2)Marketing 4.0 Philip Kotler 	

- 3) Microsoft, Oracle, McKinsey, Deloitte, PWC articles about New Age Technologies
- 4) Big Data Marketing: Engage Your Customers More Effectively and Drive Value, by Lisa Arthur
- 5) AI in Marketing, IDC Report
- 6) AI in Marketing, by Katei King
- 7) Marketing, Digital Marketing, Advertising and Tech related 2022, 2023 Articles from Journal of Advertising, Journal of Marketing
- 8) P. Kotler & G. Armstrong Principles of Marketing 18th Edition Pearson

Assessment and Grading:

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Attendance & Participation	15	In class activities		In class
Midterms Project (Half Session)	25	Internet based platform Group presentation min 15		Written feedback
AI based Digital Marketing Simulation Project Article	30	Essay 5000 words		Periodical
Final Presentation	30	Internet based platform Group presentation min 15		Written feedback

Course Policies:

STUDENT DISABILITIES: Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; engelsiz@metu.edu.tr) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

ACADEMIC DISHONESTY: The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

CHEATING: All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

PLAGIARISM: The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

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The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Week	Subject
1)	Introduction, Syllabus Review and Evaluation of the Plan, Pre-Test for Students
2)	Introduction to the New Generation Technologies (AI/ML, Cloud, Cybersecurity, IoT, BlockChain, etc.) <ul style="list-style-type: none"> - The introduction of new generation technologies to our lives - Changes in daily life and business life with new generation technologies - A future designed with new generation technologies
3)	A deeper perspective on AI technologies <ul style="list-style-type: none"> - A brief introduction to AI; past, today and future - Understanding AI capabilities and dangers - Real world scenarios of AI technologies - AI in Marketing -Sample Case Study and Experience Sharing with Corporate Guest Company
4)	"The Correspondence of Classical Marketing and Advertising Methods in the Digital Age <ul style="list-style-type: none"> - Basic Concepts of Marketing and the transformation experienced by Digitalization - Understanding Principles of Advertising to adapt new digital markets. - New Generation Technologies Used in the Marketing World - The Required Qualifications In New Marketing Teams "Technology Literacy" - Sample Case Study and Experience Sharing with Corporate Guest Company "
5)	1) Strategic Marketing Activities and Technologies Used <ul style="list-style-type: none"> - Strategic Marketing definition and its relation to technology - Formulating marketing strategies with technology in the digital age - Presentation on marketing strategies with the Guest Company 2) Notification on Platform Simulation Access Authorization 3) Sharing a Sample Marketing Activity Scenario to be Used in Simulation

6)	<p>1) Planning Components of Marketing (4P-4C-4E) with Technology</p> <ul style="list-style-type: none"> - Transformation in Product and Service Marketing - Explanation of 4P, 4C, 4E Concepts with New Generation Technologies <p>2) Revolution of Advertising</p> <p>3) Using Digital MarTech and Digital Advertising Platform, Establishing Teams and Assigning Projects</p> <ul style="list-style-type: none"> - Sample Case Study and Experience Sharing with Corporate Guest Company
7)	<p>1) Simulation and scenario case studies on the platform</p> <p>2) Midterm Project</p>
8)	<p>1) Product and Service Management Using Technology Tools in Marketing and Advertising</p> <ul style="list-style-type: none"> - Where can Technology be Accessed? - Choosing the Right Technology for the Digital activities - Tracking Technology Processes in Marketing and Advertising <p>2) Sample Case Study and Experience Sharing with Corporate Guest Company</p> <p>3) Preparation of data sets to be loaded into simulation</p> <ul style="list-style-type: none"> -Sample Case Study and Experience Sharing with Corporate Guest Company
9)	<p>1) Digital Marketing Management Using Technology Tools</p> <ul style="list-style-type: none"> -New Perception of Today's Big Data -The Impact of Big Data on Marketing and Advertising -Personalization and Effective Use of Digital Marketing Tools <p>2) Sample Scenario and Experience Sharing</p> <p>3) Matching field analysis with data sets to be loaded into simulation</p> <ul style="list-style-type: none"> -Sample Case Study and Experience Sharing with Corporate Guest Company
10)	<p>1) Use of Technology Tools in 360 Degree Marketing Communication Methods</p> <ul style="list-style-type: none"> -Presentation of Tools with Marketing Communication and Corporate Communication Focused Examples <p>2) Sample Scenario and Experience Sharing</p> <p>3) Matching field analysis with data sets to be loaded into simulation</p>
11)	<p>1) Use of Technology Tools in Digital Marketing & Advertising and Processing of Personal Data</p> <ul style="list-style-type: none"> - Authorized Marketing Activities and Technology - Maintaining Ethical Marketing Activities in the Digital Age <p>2) Sample Scenario and Experience Sharing with Guest Company</p> <p>3) Completing product strategies in Simulation and transitioning to interpreting the results of data sets</p>
12)	<p>1) Use of Technology Tools and Differentiation in Global Marketing Strategies</p> <ul style="list-style-type: none"> - Shaping Macro and Microenvironments with New Generation Technology - The Role of Technology in Being a Global Market Player <p>2) Q&A in simulation about the term project with Platform</p>
13)	Completing the Simulation and Project Presentations
14)	Overall Evaluation, Feedback and Outputs

Attendance, in-class participation, short in-class writing exercises: Students are expected to attend classes and be active in the class discussions and be prepared.

Group Project:

Groups of students are expected to choose a topic of interest around the issues of Marketing and Culture class. Any topic which covers the influence of marketing on the cultural and societal level is appropriate for such a project. Phenomena such as shaping of body, environmental degradation, health, cultural production, consumer empowerment, education can be considered examples. Students will analyze and critically evaluate their topic of interest by using at least 5 articles from the class reading list in detail. I expect students to synthesize the reading material and establish links with the concepts that we cover. Creativity and originality of the ideas are also going to be marked.

Group Presentation:

At the end of the semester, 15 min long oral presentations will be conducted. Since the grading of the presentation is at the individual level, I expect every member of the group to participate the presentation.