



**UNIVERSITY "UKSHIN HOTI" PRIZREN**  
**International Summer School (ISS) 2022 Edition**  
**Faculty of Economics**

<b>SYLLABUS</b>						
Academic unit / faculty:	<b>Faculty of Economics</b>			ISS edition:	<b>2022</b>	
Course title:	<b>Digital Marketing and Innovation During Covid-19 Period</b>					
Course status:	<b>Obligatory</b>	Code:		ECTS credits:	<b>4</b>	
Teaching days/weeks:	<b>14 days / 2 weeks</b>	Teaching hours:	Lectures:	Exercises:		
			<b>3</b>	<b>1</b>		
Office hours:	<b>Daily (Monday-Friday, 2 Weeks)</b>					
Course professor 1. / Supervisor:	<b>Elif Ulker-Demirel</b>			E-mail:	<b>elifulker@trakya.edu.tr</b>	
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<b>COURSE DESCRIPTION:</b>						
<p>The internet's presence has altered everything, not only in scope but also globally. Marketing practices on the internet have transcended all geographical and temporal limitations.</p> <p>However, business practices and cultures worldwide have been deeply affected by the COVID-19 pandemic. COVID-19's status as a global pandemic has necessitated that all marketing actions be carried out digitally to reach consumers. This situation has enabled the digital changes that are predicted to occur in the next ten years, both in daily life and in business culture, to be experienced quickly.</p> <p>Through this course, students will understand the impact of Covid-19 on business and consumers from a digital marketing lens. Besides, it is aimed to discuss the future trends in digital marketing, consumer behavior, and the business environment.</p>						

<b>Course objectives:</b>		<b>Course learning outcomes:</b>	
This course aims to define digitalization's role in business and consumer culture. Besides, it aims to understand how COVID-19 has changed the consumer culture and business and which innovative technologies and digital marketing practices are expected to be involved in business and consumer culture in the near future.		Upon successful completion of this course, students will be able to:  1) Define the role digitalization play in business and consumer culture,  2) Understand how have new technologies emerged and integrated daily life,  3) Articulate how COVID-19 has changed the consumer culture and business,  4) Understand which digital technologies and marketing practices are expected to be involved in business and consumer culture within the near future.	
<b>TEACHING METHODS:</b>			
Lectures, exercises, discussions, course projects, HomeWorks, office hours (consultations) etc.			
<b>CONDITIONS FOR COURSE IMPLEMENTATION:</b>			
Classroom equipped with computer, projector and other IT devices.			
<b>STUDENT EVALUATION METHODS AND GRADING SCALE:</b>			
The course is subject to continuous evaluation. At regular intervals we also ask students to participate in a more comprehensive evaluation. Student evaluation is done by exam, and the final grade consists of the following components: <ul style="list-style-type: none"> <li>▪ Regular and active attendance: 10%,</li> <li>▪ <b>Midterm exam: 20%</b>,</li> <li>▪ Course project: 10%,</li> <li>▪ Final exam: 60%,</li> </ul>	<b>GRADING SCALE</b>		
	<b>Evaluation in %</b>	<b>Final grade</b>	
	91 – 100	10	( ECTS – A)
	81 – 90	9	( ECTS - B)
	71 – 80	8	( ECTS - C)
	61 – 70	7	( ETCS - D)
	51 – 60	6	( ETCS - E)
0 – 50	5*	( ETCS – FX)	
<b>LANGUAGE OF EXAMINATION:</b>			
The examination tests are provided in English language, and students submit response in English.			
<b>STUDENT DUTIES AND OBLIGATIONS:</b>			
<b>Lectures</b>		<b>Exercises and other study activities</b>	
<ul style="list-style-type: none"> <li>▪ Regular and active lecture attendance</li> <li>▪ Active participation in discussions</li> <li>▪ Respect of the University Code of Ethics etc.</li> </ul>		<ul style="list-style-type: none"> <li>▪ Regular attendance of exercises and study activities</li> <li>▪ Respect of the University Code of Ethics etc.</li> </ul>	
<b>STUDENT WORKLOAD:</b>			

Activity	Hours	Days	Total hours
Lectures	3	10	30
Exercises	1	10	10
Field work visits	3	4	12
Reading (Own study time)	3	10	30
Assignments (project, presentation, homework)	2	10	20
<b>Total student workload:</b>			<b>102</b>
<b>Note:</b> 1 ECTS credit = 25 hours, for example if the course has 4 ECTS credits a student must have workload of at least 100 hours during the International Summer School (ISS).			

DAY	LECTURES	EXERCISES		
	Topic	Hours	Topic	Hours
1.	<b>Introduction &amp; Acquaintance</b> - What is Marketing - Understanding the Consumers - Sharing of reading Materials & Case Studies related to the course	3	<b>Exercise topic 1.</b> Discussion and distribution of the course project topics.	1
2.	<b>The History of Digital Transformation</b> - Digitalization of Consumer Culture - Introduction to Digital Marketing	3	<b>Exercise topic 2.</b> Assignments, quizzes and case studies related to the topic of the first day lecture.	1
3.	<b>How has Covid-19 affected the marketing?</b> - At the beginning - Country's response strategies to the pandemic - Marketing Innovation During the Pandemic	3	<b>Exercise topic 3.</b> Assignments, quizzes and case studies related to the topic of the second day lecture.	1
4.	<b>Rethinking Customer Experience</b> - Changing Consumer Sentiment and Panic Buying	3	<b>Exercise topic 4.</b> Assignments, quizzes and case studies related to the topic of the third day lecture.	1
5.	<b>Marketing Tools and Social Media During Covid-19</b> - Organic and Paid Marketing - Influencer Marketing Social Media Networks (Facebook, Instagram, TikTok, YouTube, Twitter).	3	<b>Exercise topic 5.</b> Assignments, quizzes and case studies related to the topic of the fourth day lecture.	1
6.	<b>Future of Contactless Commerce: Digital transformations and Innovations in</b>	3	<b>Exercise topic 5.</b>	1

	<b>Marketing</b> - Transformation of services capes		Assignments, quizzes and case studies related to the topic of the fifth day lecture.	
7.	<b>Metaverse</b> - Blockchain - NFT (Non-Fungible Tokens)	3	<b>Exercise topic 7.</b> Assignments, quizzes and case studies related to the topic of the sixth day lecture.	1
8.	<b>Future of Digital and Cyber Security</b> - Cambridge Analytics, Facebook and Future of Online Privacy	3	<b>Exercise topic 8.</b> Assignments, quizzes and case studies related to the topic of the seventh day lecture.	1
9.	<b>Discussions of Articles &amp; Case Studies</b> - Case Studies and reading materials will be shared with students on the first day of the lecture.	3	<b>Exercise topic 9.</b> Case studies related to the topic of the eighth day lecture.	1
10.	<b>Case Study- Amazon</b>	3	<b>Exercise topic 10.</b> Assignments, quizzes and case studies related to the topic of the ninth day lecture.	1

#### LITERATURE:

##### Books:

- Kingsnorth, S. (2019). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.
- Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing*. Sage.
- Dodson, I. (2016). *The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns*. John Wiley & Sons.

##### Compendium reading list:

- Mason, A. N., Narcum, J., & Mason, K. (2021). Social media marketing gains importance after Covid-19. *Cogent Business & Management*, 8(1), 1870797.
- Balis, J. (2021). 10 Truths About Marketing After the Pandemic. *Harvard Business Review*.
- Purdy, M. (2021). The Future of Contactless Commerce. *Harvard Business Review*.

#### REMARKS FOR STUDENTS:

- Student should be aware of and respect the institution and Code of ethics.
- Student should respect the schedule of lectures, exercises and other study activities.
- Student should possess and show student ISS ID card during exam.
- Student course project/presentation/homework must comply with professor instructions.
- During the exam is strictly forbidden to use of mobile phone devices.