Special Topics in Marketing - Internet Marketing and the Google Online Marketing Challenge (AD 484)

Instructor: Prof. Dr. Cengiz Yilmaz
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Day and Room: TBA / TBA
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Description

This interdisciplinary course teaches modern concepts of Internet and online marketing. A major component is participation in the Google Online Marketing Challenge, in which student teams develop and implement a marketing campaign using Google tools and compete worldwide.

Contents

- Introduction to Course and Google Online Marketing Challenge
- Google - Background and Business Model
- Theory
  - Online Marketing and Communication
  - Tools and Techniques (Information Retrieval, Search Engines, Recommender Systems)
- Google Online Marketing Challenge

Resources

- Google Online Marketing Challenge

Evaluation and Grading

- Written exam 50%
- Google Online Marketing Challenge 50%
  - Components include the initial plan and presentation (15%), final report and presentation (25%) as well as quantitative results as reported by Google (10%)
**Registration**

Prerequisite is 3rd year standing, a quota will be announced as soon as possible. Due to the nature of this course, it is open not only to students of the Department of Management.

**Course dates (tentative)**

- Week 1: Welcome and Administration
- Week 2: Google Online Marketing Challenge - Introduction
- Week 3-6: Theory
- Week 7: Exam (tentative)
- April: Preparation and Presentation of Google Challenge Plan
- May: Google Campaign, Preparation and Presentation of Google Challenge Final Report

**Contact**

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