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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Social media management** | |  | one | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Field Elective | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | Within the scope of the course; Social media, which is an important area of new media, will be discussed with its historical, conceptual and theoretical dimensions. The effects of social media in the fields of media, economy, marketing and communication will be examined in depth. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1.Knows how to determine the content management strategy according to the types of social media tools.  2.Can manage the preparation processes of visual design, photos and videos for use in social media.  3.Can manage content creation processes for social media.  4.Knows the features of visual design, photos and videos used in social media. | | | | | | | Course Content | Definition of Internet Concept, Explaining Social Media Tools, Definition of Network Society, Traditional Media - New Media Differences, Transition from Analog Mass Communication to Digital Mass Communication, Social Media Addiction, Explaining the Concept of Simulation, Effect of Digital Literacy on Social Media, Principles of New Media, New Media and Touch Society. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Definition of Internet Concept | | | | | | | 2 | Explaining Social Media Tools | | | | | | | 3 | Defining Network Society | | | | | | | 4 | Traditional Media vs. New Media Differences | | | | | | | 5 | Transition from Analog Mass Media to Digital Mass Media | | | | | | | 6 | Social Media Addiction | | | | | | | 7 | Technology in the Information Age | | | | | | | 8 | Explanation of the Concept of Simulation. Examining the Effects on Social Media | | | | | | | 9 | Impact of Digital Literacy on Social Media | | | | | | | 10 | Increasing Engagement on Social Media Accounts | | | | | | | 11th | Disclosure of Interface Culture. | | | | | | | 12 | Principles of New Media | | | | | | | 13 | New Media and Touch Society | | | | | | | 14 | New Media and Touch Society | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Yengin, D. (2015). Social Media Studies, Paloma Publications.  Kara, T. and Özgen, E. (2012). Social Media, Beta Publications. Istanbul. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | | | |  | **PO1** | **PO2** | | **PO3** | **PO4** | | **PO5** | **PO6** | | **PO7** | **PO8** | | **PO9** | **PO10** | | **PO11** | **PO12** | | **LO1** | - | 5 | | - | - | | 5 | 4 | | - | - | | 4 | - | | - | - | | **LO2** | - | 5 | | - | - | | 5 | 4 | | - | - | | 4 | - | | - | - | | **LO3** | - | 5 | | - | - | | 5 | 4 | | - | - | | 4 | - | | - | - | | **LO4** | - | 5 | | - | - | | 5 | 4 | | - | - | | 4 | - | | - | - | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | | | **Contribution**  **level** | | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** | | **Social media management** | - | 5 | - | - | 5 | 4 | - | - | 4 | - | - | - | |