



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		New Media							
Course Code		HIT205		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Students will gain the basic new media tools on the public relations							
Course Content		The following information will be; Introduction to New Media Campaign Design in New Media Measurement Systems in New Medias Case Studies							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Prof. Akan YANIK							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Yeni Medya
2	Hoca Ders Notları

Week	Weekly Detailed Course Contents	
1	Theoretical	Media and Communication Models
2	Theoretical	Media Types and Comparisons
3	Theoretical	What is the New Media? (Introducing)
4	Theoretical	What is the New Media? (Qualifications and Reviews)
5	Theoretical	What is not the New Media? (Discussions)
6	Theoretical	Acknowledge the New Media Tools - 1
7	Theoretical	Acknowledge the New Media Tools - 2
8	Theoretical	Acknowledge the New Media Tools - 2
9	Theoretical	Acknowledge the New Media Tools - 3
10	Theoretical	New Media and Public Relations - 1
11	Theoretical	New Media and Public Relations - 2
12	Theoretical	New Media and Public Relations Campaigns
13	Theoretical	New Media and Public Relations Campaigns - 2
14	Theoretical	Measurement Systems in New Medias
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	3	84
Midterm Examination	1	5	1	6
Final Examination	1	9	1	10
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Understanding to New Media
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2	Understanding to the New Media Technologies used in Public Relations
3	Understanding to the New Media Use in Public Relations Campaign
4	based on the phenomenon of digitalized new media to make investigations in different areas
5	Learning new media tools

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3
P1	2	2	2
P2	2	3	2
P3	2	4	2
P4	3	2	2
P5	3	2	2
P6	2	5	3
P7	3	3	3
P8	2	3	3

