



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |   |            |  |   |                                  |   |            |   |
|--|---|---|------------|--|---|----------------------------------|---|------------|---|
| Course Title                                     |   | Introduction to Social Media  |            |  |   |                                  |   |            |   |
| Course Code                                      |   | BMY183  |            | Course Level   |   | Short Cycle (Associate's Degree) |   |            |   |
| ECTS Credit                                      | 2 | Workload  | 53 (Hours) | Theory   | 2 | Practice                         | 0 | Laboratory | 0 |
| Objectives of the Course                         |   | Introduction to social media the aim of the course is to discuss the concept of social media, the characteristics of soayl networks and their use in different areas. To be able to prepare a successful social media communication plan that can be used in different sectors.                 |            |  |   |                                  |   |            |   |
| Course Content                                   |   | How is social media changing the way we perceive life and the world? How does social media affect our daily life practices and political choices? What opportunities and obstacles do social media media offer to individuals and news organizations? Will look for the answer to the question. |            |  |   |                                  |   |            |   |
| Work Placement                                   |   | N/A   |            |  |   |                                  |   |            |   |
| Planned Learning Activities and Teaching Methods |   |   |            | Explanation (Presentation), Discussion, Case Study, Individual Study |   |                                  |   |            |   |
| Name of Lecturer(s)                              |   | Ins. Aslihan TOPAL, Ins. Gonca KÜÇÜK, Ins. Pinar GAYRET   |            |  |   |                                  |   |            |   |

### Assessment Methods and Criteria

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

### Recommended or Required Reading

|   |   |
|---|---|
| 1 | Social Media Mining (Editor: Arzu Baloğlu)    |
| 2 | Social Media (Editor: Tolga Kara, Ebru Özgen) |
| 3 | New Media (Editor: Mehmet Gökhan Genel)       |

| Week | Weekly Detailed Course Contents |  |
|------|---------------------------------|--|
| 1    | Theoretical                     | Information about the content of the course  |
| 2    | Theoretical                     | Why do we use social media? Why do we need alternative media? Who uses social media? |
| 3    | Theoretical                     | Development of social media  |
| 4    | Theoretical                     | Web 1.0 and Web 2.0  |
| 5    | Theoretical                     | Websites, blogs, Micro-blogs   |
| 6    | Theoretical                     | Social networks  |
| 7    | Theoretical                     | Economics and social media. Social media as a marketing tool                         |
| 8    | Theoretical                     | Public relations on social media   |
| 9    | Theoretical                     | Midterm Examination  |
| 10   | Theoretical                     | Public relations on social media   |
| 11   | Theoretical                     | Social media and Privacy   |
| 12   | Theoretical                     | Social media and Privacy   |
| 13   | Theoretical                     | Crisis management in social media  |
| 14   | Theoretical                     | What does social media mean for traditional journalism? A source or a competitor?    |
| 15   | Theoretical                     | General review   |
| 16   | Theoretical                     | Final Exam   |

### Workload Calculation

| Activity            | Quantity | Preparation | Duration | Total Workload |
|---------------------|----------|-------------|----------|----------------|
| Lecture - Theory    | 14       | 0           | 2        | 28             |
| Assignment          | 4        | 0           | 2        | 8              |
| Term Project        | 5        | 0           | 1        | 5              |
| Midterm Examination | 1        | 5           | 1        | 6              |



|   |   |   |   |    |
|---|---|---|---|----|
| Final Examination                       | 1 | 5 | 1 | 6  |
| Total Workload (Hours)                  |   |   |   | 53 |
| [Total Workload (Hours) / 25*] = ECTS   |   |   |   | 2  |
| *25 hour workload is accepted as 1 ECTS |   |   |   |    |

### Learning Outcomes

|   |  |
|---|--|
| 1 | Will be able to explain the emergence, development and basic concepts of social media                          |
| 2 | Will be able to define how social media is changing consumer markets and marketing                             |
| 3 | Will be able to identify elements of social media plan   |
| 4 | Evaluation of basic concepts and language in current media   |
| 5 | Will be able to specify the methods in which the effectiveness of social media campaigns can be evaluated      |
| 6 | Will be able to explain different social media tools and their use for marketing and public relations purposes |

### Programme Outcomes (Computer Programming)

|    |   |
|----|---|
| 1  | Having knowledge and skills in web project preparation and publishing   |
| 2  | Having the knowledge and skills necessary for proper use management of database applications                        |
| 3  | Having knowledge and skills for software development, testing and installation                                      |
| 4  | Be able to use the hardware necessary for computer programming and solve the basic problems they have with hardware |
| 5  | To be able to use information and communication technologies at the level required by computer programming          |
| 6  | To be able to produce solutions to problems encountered in the field  |
| 7  | Having the competencies to make job planning in the profession  |
| 8  | Communicating with colleagues and clients based on knowledge and skills   |
| 9  | Be able to take responsibility as an individual or as a team member and to fulfill the responsibility               |
| 10 | To be able to express written and oral expressions related to the study topic                                       |
| 11 | Be able to adapt the winning information to new situations  |

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

|     | L1 | L2 | L3 | L4 | L5 | L6 |
|-----|----|----|----|----|----|----|
| P1  | 2  | 2  | 5  | 1  | 1  | 1  |
| P2  | 1  | 1  | 1  | 1  | 1  | 1  |
| P3  | 1  | 1  | 1  | 1  | 1  | 1  |
| P4  | 1  | 1  | 1  | 1  | 1  | 1  |
| P5  | 1  | 1  | 1  | 1  | 1  | 1  |
| P6  | 1  | 1  | 1  | 1  | 1  | 1  |
| P7  | 1  | 1  | 1  | 1  | 1  | 1  |
| P8  | 1  | 1  | 1  | 2  | 1  | 1  |
| P9  | 1  | 1  | 1  | 1  | 1  | 1  |
| P10 | 1  | 1  | 1  | 1  | 1  | 1  |
| P11 | 1  | 2  | 1  | 2  | 1  | 1  |

