



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. Aslıhan TOPAL, Ins. Gonca KÜÇÜK, Ins. Pınar 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 (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

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

	L1	L2	L4	L5	L6
P1	5	5	5		5
P2	5	5	5		5
P3	5	5	4		
P4	5	5	5		5
P5	5				5
P6	5				
P7		5			
P8		5			
P9		5			5
P13					5
P14			5	5	5

