



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. Cemal KOYUNCU, Ins. Derya GÜRTAŞ DÜNDAR							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

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	Intermediate Exam	Public relations on social media (Midterm)
9	Theoretical	Public relations on social media
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? General review

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 (Accounting and Tax Practices)

1	Being an individual who is respectful to his own values, fits ethical rules, investigates and examines environment, events, and takes lessons.
2	To have theoretical knowledge and to manage the process which will contribute to the solution of the various problems that may arise during the professional activity and to obtain the expected practical results in practice.
3	To have theoretical knowledge supported by textbooks with current information, application tools and other resources, and to be able to discuss using any kind of information related to this field.
4	Be able to apply and evaluate all the techniques that the accounting profession should have.
5	Ability to plan, implement and evaluate all activities (such as financial statements and financial statements, keeping accounts in a computer environment, etc.) performed in the business and finance world, accounting bureaus and tax-related institutions.
6	In the sector or institutions that it supports during its activities; to be able to interpret and evaluate data using the knowledge and skills gained in the field, to be able to recognize and analyze problems, and to be able to develop evidence-based solutions.
7	Ability to gain personality traits showing planning and decision making skills.
8	To be able to comprehend the importance of the developments of the business and financial world and the knowledge that they have in this direction, to be able to develop the concepts of creativity and creative thinking, to be able to realize the effects of professional activities in the applied fields.
9	To be able to evaluate and interpret the knowledge and skills gained in the professional field.
10	Be able to develop personality traits that develop environmental awareness, respect for differences, and adapt to different situations and social roles.
11	To be able to use communication techniques properly while maintaining human relations.
12	To be able to use information and communication technologies together with the computer software required by the professional field
13	To be able to inform related persons and institutions about the issues related to the field during the professional work, to be able to transmit suggestions of solutions to problems and problems in writing and orally.
14	To have sufficient consciousness about the universality of social rights, social justice, protection of quality culture and cultural values and environmental protection, occupational health and safety issues.

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

	L1
P14	4

