# AYDIN ADNAN MENDERES UNIVERSITY
# COURSE INFORMATION FORM

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|---|---|---|---|---|---|---|---|---|---|
| Course Title | Introduction to Social Media | | | | | | | | |
| Course Code | BMY183 | | Couse 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** *(Automotive Technology)* | |
|---|---|
| 1 | To be able to interpret and evaluate data, identify problems, analyze them, and develop evidence-based solutions by using basic knowledge and skills in the field. |
| 2 | Must be able to choose and effectively use the modern techniques, tools and information technologies necessary for field related applications. |
| 3 | Must be able to gain practical skills by examining relevant processes in industry and service sector on site. |
| 4 | They must be able to produce solutions, take responsibility for teams or do individual work when they encounter situations unforeseen in the field related applications. |
| 5 | Awareness of the need for lifelong learning; it must be able to follow the developments in science and technology and to constantly renew itself. |
| 6 | Must be able to use computer software and hardware at the basic level required by the field |
| 7 | Must have job security, worker health, environmental protection knowledge and quality awareness. |
| 8 | He must possess a level of foreign language knowledge that is capable of following the innovations in his area of expertise and communication techniques. |
| 9 | Must be able to acquire basic theoretical and practical knowledge about the field in mathematics, science and basic engineering. |
| 10 | It should have the ability to plan the processes / processes of the Automotive Program to meet the expectations of the sector. |
| 11 | To be able to design the systems and components related to the field by using technical drawing, computer aided drawing, designing using simulation programs and using various softwares, to be able to make basic sizing calculations, to be able to master professional plans and projects. |

**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 |
|---|---|---|---|---|---|---|
| P8 | 2 | 2 | 2 | 2 | 2 | 2 |