



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Social Media Management								
Course Code	REM220	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	4	Workload	0 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The technological developments experienced as of today caused and will continue to have radical changes in almost every field. In the global market environment, there is a period in which the person who keeps up with the change can survive and the ones who cannot keep up will disappear. In particular, the individual and social effects of information communication technologies are clearly evident. The role of new media / social media on the masses, which should be considered as a new but quite powerful medium, is clearly evident.								
Course Content	Basic knowledge that will create competence in the use of social media for food, beverage promotion, marketing, advertisement, crisis management etc								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Case Study								
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Dijital medya ve sosyal medya pazarlaması, Cemal Güler, Nobel Yayınevi
2	Yeni nesil pazarlama kanalı, sosyal medya, Nevin Üzerem, Akademi yayın

### Week Weekly Detailed Course Contents & Teaching Methods

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
			Total Workload (Hours)	0
			[Total Workload (Hours) / 25*] = ECTS	0

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

#### Programme Outcomes (Food and Beverage Management)

1	Having scientific and professional ethic values
2	To gain the ability of critical and analytical thinking
3	Having the consciousness of necessity of obtaining new abilities and life-long learning
4	To know the principle concepts related to tourism industry
5	Having the consciousness of tourism and natural, cultural and social environment relations
6	Having the knowledge of higher level of a foreign language to communicate and to follow the new researches and daily subjects at his/her own field
7	Being able to use another foreign language at middle leve
8	Having the ability of doing teamwork
9	Being competent about information technologies
10	Having the ability of administrative knowledge buildup at his field
11	Being competent about the human behaviours and relations of tourism industry
12	Being able to follow the trends at his/her field
13	Being competent about the subjects of establishment procedures of an enterprise and entrepreneurship on the food and beverage management fields
14	Having the ability and knowledge about the subjects that are necessary at his occupation
15	Being able to use and having knowledge about the equipments and hardware systems used at food and beverage establishments



16 Having the ability of problem diagnosis, and to make decision toward problems at food and beverage establishments

