



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Effective Media Usage and Technologies							
Course Code		STU518		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	6	Workload	150 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To learn the principles and applications of effective content management in the context of media technologies							
Course Content		Media and Communication Technologies acquire effective content management principles and application knowledge and become available in the context of health tourism. In this way, both health and tourism side strategies for brand building and managing communication on the media are adopted.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Case Study, Project Based 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	Lindgren, Simon. (2019) Digital Media and Society: Technological & New Approaches in Research Methods, UK: Sage Pub
2	Aytekin, Behiç Alp. (2019) Temel Tasarım Kavramlarını Disiplinlerarası Okumak 1. Ankara: Nobel Akademik Yayıncılık

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the Course
2	Theoretical	What is the meaning of Effective Media Usage and Communication Skills?
3	Theoretical	Media Genres and Differences About Communication Area
4	Theoretical	Ecosystem of the Internet
5	Theoretical	New Media and Social Media 1
6	Theoretical	New Media and Social Media 2
7	Theoretical	Web Sites Technologies
8	Intermediate Exam	Midterm
9	Theoretical	Creating a Brand Process in Health Communication Axis 1
10	Theoretical	Creating a Brand Process in Health Communication Axis 2
11	Theoretical	Creating a Brand Process in Health Communication Axis 3
12	Theoretical	Introduction to Google SEO, Adwords, Adsense, Analytics Applications
13	Theoretical	Introduction to Facebook and Instagram Advertisement Ecosystem
14	Theoretical	Understanding the relationship between brand and agency and preparation for final exam
15	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	0	3	45
Project	1	3	10	13
Studio Work	1	0	10	10
Individual Work	1	25	25	50
Midterm Examination	1	10	1	11
Final Examination	1	20	1	21
Total Workload (Hours)				150
[Total Workload (Hours) / 25*] = ECTS				6

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	Introduction Level of Authority at the Effective Media Technologies
2	Introduction Level of Authority at the Internet Technologies
3	Introduction Level of Authority at the Social Media Ecosystem
4	Introduction Level of Authority at the Creating A Brand
5	Introduction Level of Authority at the Customer and Agency Relationship

**Programme Outcomes** (*Health Tourism Interdisciplinary Master's Without Thesis*)

1	Having theoretical and practical up-to-date information at the level of expertise in the field of health tourism
2	Being able to have knowledge about using current methods, techniques and devices of technology
3	To be able to take active role in thermal, dental, medical, third age and disabled tourism organization and management,
4	To be able to analyze the problems related to health tourism with scientific methods and to evaluate them with a critical approach
5	To be able to produce new projects for scientific researches, to have executive and finalizing skills
6	To be able to interpret researches by using appropriate statistical methods, to write a report of the research / study they have participated in and publish it in a national / internationally accepted magazine / present at scientific meetings,
7	Health tourism has theoretical and practical knowledge about the historical development and economic dimension of health tourism
8	In organizations providing services in the field of health tourism, they have the knowledge and skills to apply in strategic management, marketing, performance management, quality management and human resources management.
9	Gain the ability to convey intercultural differences, international health legislation and patient rights to knowing, interpreting and practicing.
10	Acquires theoretical and practical knowledge on ethics, politics and planning in health tourism, information systems, professional foreign language, finance and intermediary institutions
11	Has knowledge about basic concepts, terminology and complementary medicine (TAT) in health field

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

	L1	L2	L3	L4	L5
P8	4	4	4	4	4

