Course Syllabus

Code - Course Title	**SOS206U - Social Media**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Required Courses

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		Development of Social Media	
Week - 3		Development of Social Media	
Week - 4		Social Media and Marketing	
Week - 5		Social Media and Marketing	
Week - 6		Social Media Platforms	
Week - 7		Social Media Platforms	
Week - 8		Marketing With Social Media Platforms	
Week - 9		Marketing With Social Media Platforms	
Week - 10		Public Relations In Social Media	
Week - 11		Public Relations In Social Media	
Week - 12		Measurement and Analysis in Social Media	
Week - 13		Measurement and Analysis in Social Media	
Week - 14		Revision	

Learning Outcomes

#	Learning Outcome
1	At the end of the course the student; 1. can explain the emergence, evolution and basic concepts of social media 2. can define how social media affect consumer markets and marketing 3. can define the core elements of social media planning 4. can explain the social media tools and their usage for the purpose of marketing and public relations 5. can specify which methods can be used for the evaluation of the effectiveness of social media campaigns.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**