Course Syllabus

Code - Course Title	**SOS206U - Social Media**
Course Type	VIII. SEMESTER
Laboratory + Practice	0+0
ECTS	**6.0**
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	-
2	-

Learning Outcomes

#	Learning Outcome
3	-
4	-
5	-

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**