Course Syllabus

Code - Course Title	**PZY502 - Digital Marketing ve Social Media Management**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. FATMA ZEYNEP ÖZATA

Mode of Delivery	Distance education
Prerequisites	There is no Prerequisites and co-requisites for this course.
Recommended Resources	Social Media (Open Education Faculty Press)
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Development of social media	
Week - 2		Building blocks of social media	
Week - 3		Social Media and Marketing	
Week - 4		Social Media Marketing	
Week - 5		Digitalization and New Consumer	
Week - 6		Network and Strength of Social Influence	
Week - 7		Social Media Platforms: Social Networking Platforms	
Week - 8		Social Media Platforms: Publishing Platforms	
Week - 9		Social Media Platforms: Entertaintment Platforms	
Week - 10		Social Media Campaign Management	
Week - 11		Social media metrics and analysis process	
Week - 12		New Media in Advertising	
Week - 13		Social Media and Public Relations	
Week - 14		Success stories	

Learning Outcomes

#	Learning Outcome
1	Describe the development and fundamental definitions of social media
2	Explain the way of communication in social media
3	Evaluate how digital technologies and new economy affect consumer
4	Explain digital technologies and social media marketing strategies
5	Explain different social media platforms and their uses
6	Describe use of social media in public relations
7	Explain social media metrics, analysis and reporting process

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	40
Final Exam	1	60
	Sum (%)	**100**