Course Syllabus

Code - Course Title	**RHİ622 - Digital Communication Strategies**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. MESUDE CANAN ÖZTÜRK

Mode of Delivery	This course is conducted only in the form of face to face education.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	• Argenti, Paul A. & Barnes, Courtney M. (2009) Digital Strategies for Powerful Corporate Communications [Kindle Edition]. McGraw-Hill; 1 edition.• Campbell, Richard., Martin, Christopher R. & Fabos, Betina (2013) Media & Culture: Mass Communication in a Digital Age, Bedford/St. Martin\\\'s; Ninth Edition edition. • Cornelissen, Joep (2011) Corporate Communication: A Guide to Theory and Practice. SAGE Publications Ltd; Third Edition edition.• Gane, Nicholas & Beer, David (2008) New Media: The Key Concepts. Bloomsbury Academic; English Ed edition.Oliver, Sandra (2010) Public Relations Strategy. Kogan Page. Third Edition
Work Placement	not applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Development of New Communication Technologies	
Week - 2		Information Society Concept	
Week - 3		Impact of Digital Communication Concepts and Corporate Communications	
Week - 4		Configuring Digital Communication Strategy	
Week - 5		Corporate Communications in Social Media Applications	
Week - 6		User-generated content and interaction	
Week - 7		Use of Social Media in Media Relations	
Week - 8		Use of Digital Strategy for Internal Communication	
Week - 9		Use of Digital Strategy for Investor Relations	
Week - 10		Use of Digital Strategy for Corporate Social Responsibility	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 11		Use of Digital Strategy in Crisis Communication	
Week - 12		Corporate Reputation in Social Media	
Week - 13		Social Media Measurements	
Week - 14		Social Impact of Social Media	

Learning Outcomes

#	Learning Outcome
1	Learning Outcome 1: Students will be able to evaluate the effect of corporate communications for the development of new communication technologies, Sub-competencies: • Summarize the development of communication technology • Query that what is new media • Query the impact of digital communication technologies
2	Learning Outcome 2: Students can be found in the judiciary in corporate communications strategy for the use of digital communication. Sub-competencies: • Compare strategically traditional media and digital media • Evaluate social media in the enterprise communication applications used in digital communications strategies • Recommed the social media can be used in the corporate communications practice digital communication strategies .
3	Learning Outcome 3: Students implement and evaluate their ability to be able to develop in an online message properly to support effective digital communication strategies to create. Sub-competencies: • Analyze business practices in digital media • Query stakeholder strategies for informing and persuading them • Improve the ideas and solutions that will adapt to environment for new technologies

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

AKTS Workload

Activity	Duration (Hour)	Count	Workload
		Calculated ECTS	0

Assessment Method and Passing Requirements

No content has been provided.