Course Syllabus

Code - Course Title	**KİL514 - Corporate 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)	DOÇ. DR. EMRAH GÜLMEZ

Mode of Delivery	This course is conducted in the form of distance education.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional program component for this course.
Recommended Resources	Van Looy, A. (2016). Social media management. Springer International Publishing Switzerland 2016.Quesenberry, K. A. (2015). Social media strategy: Marketing and advertising in the consumer revolution. Rowman & Littlefield.Ozuem, W. (Ed.). (2016). Competitive social media marketing strategies. IGI Global.Kawasaki, G., & Fitzpatrick, P. (2015). Sosyal medya sanatı. MediaCat.
Work Placement	Not Applicable

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The Concept of Content	
Week - 2		Content Marketing	
Week - 3		The Concept of Social Media	
Week - 4		Social Media Tools	
Week - 5		Social Media Usage of Brands	
Week - 6		Facebook	
Week - 7		Twitter	
Week - 8		Instagram	
Week - 9		Youtube	
Week - 10		Podcast	
Week - 11		Social Media Campaigns	
Week - 12		Designing Social Media Campaign	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		The Practice of Designing Social Media Campaign 1	
Week - 14		The Practice of Designing Social Media Campaign 2	

Learning Outcomes

#	Learning Outcome
1	To be able to sort social media tools
2	Understanding the features of social media tools
3	To be able to analyze the social media campaigns of the brands

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.