## Course Syllabus

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|---|---|
| **Code - Course Title** | **MEİ203U -** |
| **Course Type** | II. SEMESTER |
| **Laboratory + Practice** | 0+0 |
| **ECTS** | **5.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Elective Courses |
| **Course Instructor(s)** | ASSOC. PROF. DR. TEZCAN ÖZKAN KUTLU |

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| **Mode of Delivery** | The delivery mode for this course is distance education. |
| **Prerequisites** | There is no prerequisite or co-requisite for this course. |
| **Courses Recomended** | There is no recomended optional programme component for this course |
| **Recommended Resources** | The main learning material for this course is the course book. There is no additional recommended reading for this course. |
| **Work Placement** | There is no work placement for this course. |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Internet Publishing | |
| **Week - 2** | | Internet Publishing and Broadcasting Tools | |
| **Week - 3** | | Types of Publishing and Broadcasting on the Internet | |
| **Week - 4** | | Digital Media Theories | |
| **Week - 5** | | Review of the Course Subjects and Question/Answer Sessions | |
| **Week - 6** | | Review of the Course Subjects and Question/Answer Sessions | |
| **Week - 7** | | Midterm Exam | |
| **Week - 8** | | Cyber Culture | |
| **Week - 9** | | Social Media | |
| **Week - 10** | | Internet Advertising | |
| **Week - 11** | | Design on the Internet | |
| **Week - 12** | | Review of the Course Subjects and Question/Answer Sessions | |
| **Week - 13** | | Review of the Course Subjects and Question/Answer Sessions | |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| Week - 14 | | Final Exam | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| 1 | Will be able to define the basic concepts of internet publishing. |
| 2 | Will be able to explain the access tools and programs that constitute internet publishing. |
| 3 | Will be able to classify publication types and publications on the Internet. |
| 4 | Will be able to define digital media, mass communication and digital media theories. |
| 5 | Will be able to evaluate cyber culture, virtual communities, social learning and new perception of entertainment. |
| 6 | Will be able to define social media, social media applications and sharing networks. |
| 7 | Will be able to evaluate internet advertising and marketing communication processes. |
| 8 | Will be able to explain design principles and elements of web design. |

## 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** |