Course Syllabus

Code - Course Title	**İLT206U - Digital Communications and New Media**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	ASSOC. PROF. DR. MESTAN KÜÇÜK

Mode of Delivery	This course is designed completely as a distance learning course. Namely, learners are expected to study individually and take the exams when they feel ready. It is a self-study course.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	-
Recommended Resources	The textbook indicated below is the main required reading material in this course. However, learners may use some other materials, such as resources on the Internet, related to the topics covered in the required text.Öztürk Mesude Canan (edt) (2013), Dijital İletişim ve Yeni Medya, Anadolu Üniversitesi yayınları No: 2956
Work Placement	No work placement is required.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Development of New Communication Technologies	
Week - 2		New Media as a Change Tool	
Week - 3		New Media as a Change Tool	
Week - 4		Effects of New Media Use	
Week - 5		Effects of New Media Use	
Week - 6		Social Media Platforms	
Week - 7		Social Media Platforms	
Week - 8		Interaction in Social Media	
Week - 9		Social Media and Corporate Communications	
Week - 10		Social Media and Corporate Communications	
Week - 11		Brand Management in Social Media	
Week - 12		Brand Management in Social Media	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Globalization and Social Media Applications	
Week - 14		Globalization and Social Media Applications	

Learning Outcomes

#	Learning Outcome
1	Learning Outcomes 1: The student will explain what is the concept of digital communications and new media, and the development and characteristics of them. Objectives: • List new communication technologies. • List the advantages of digital language. • Explain the development of communication technologies. • Explain the technological convergence. • Explain the concept of new media. • Explain the features of the new media. • Explain to access to new media tools and software Learning Outcomes 2: Students will be able to explain the effects of new media. Objectives: • Explain the problematic effects in the context of new media. • Illustrate the practical use of new media. • List the opportunities, risks and barriers for new media environment. • Explain the new media literacy. Learning Outcomes 3: Students will be able to explain the concept of social media and what it is and how is the social media interaction. Objectives: • Classify social media platforms. • Describe the features and the development of social media platforms • Illustrate the social media platforms. • Explain the functions and dimensions of the interaction in social media • Explain and illustrate the concept of social media community . Learning Outcomes 4: Students will be able to explain the usage of social media in corporate communications and brand communication and be able to explain how we treat the global context. Objectives: • Explain how social media is taken into consideration in terms of the corporate communications. • Explains how to use social media as a tool of corporate communication. • Illustrate corporate communication applicationsin social media. • Explain the reasons for getting involved in social media brands. • Discuss the impact of social media branding. • Explain what is a global social media applications.

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**