Course Syllabus

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

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**