Course Syllabus

Code - Course Title	**HİT214U -**
Course Type	IV. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ASSOC. PROF. DR. EMRAH GÜLMEZ

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Content and Digital Content Marketing Concepts	
Week - 2		Digital Content Marketing Methods	
Week - 3		Video for Digital Content Marketing-1	
Week - 4		Video for Digital Content Marketing-2	
Week - 5		Social Networks for Digital Content Marketing-1	
Week - 6		Social Networks for Digital Content Marketing-2	
Week - 7		Midterm	
Week - 8		Podcast for Digital Content Marketing-1	
Week - 9		Podcast for Digital Content Marketing-2	
Week - 10		Websites and Blogs for Digital Content Marketing-1	
Week - 11		Websites and Blogs for Digital Content Marketing-2	
Week - 12		Influencer Marketing for Digital Content Marketing	
Week - 13		Transmedia Marketing for Digital Content Marketing	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	To understand the concept of content and its importance in terms of marketing
2	To understand the concept of digital content marketing and its importance for brands
3	To be able to list digital content marketing tools and methods
4	To understand how digital content marketing tools and methods can be used

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**