Course Syllabus

Code - Course Title	**SMY102U -**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	RESEARCH ASSISTANT DR. İLKNUR ATASOY DALAK

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		Theoretical Framework of Social Media	
Week - 2		Technical Infrastructure of Social Media	
Week - 3		Interpersonal Communication Platforms	
Week - 4		Social Media and Blogs	
Week - 5		Social Media and Microblogs	
Week - 6		Academic Social Network and Platforms	
Week - 7		Mid-term Exam	
Week - 8		Photography Sharing Platforms	
Week - 9		Video Sharing Platforms	
Week - 10		Social Media and Safety	
Week - 11		Social Media and Risks	
Week - 12		Social Media Platforms and APIs	
Week - 13		Relationship between Business World and Social Media Platforms	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	Explanin the features of the internet and Web 2.0
2	Explain the difference of social media from traditional media
3	Explain the difference between blogs and microblogs
4	List the social meda platforms and it features

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**