Course Syllabus

Code - Course Title	**SMY206U -**
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. YUSUF ZAFER CAN UĞURHAN

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		Corporate Communication and Social Media Theoretical Framework	
Week - 2		Corporate Communication Management and Leadership	
Week - 3		The Role of Corporate Communication and Social Media in Industry 4.0	
Week - 4		Social Media and Crisis Communication	
Week - 5		Question Solution	
Week - 6		Question Solution	
Week - 7		Midterm	
Week - 8		Social Responsibility in the Age of Social Media	
Week - 9		The Economic Aspect of Social Media and Corporate Communication	
Week - 10		Social Media and Perception Management	
Week - 11		The Effect of Corporate Communication and Social Media on Reputation Management in International Trade	
Week - 12		Question Solution	
Week - 13		Question Solution	
Week - 14		Final Examination	

Learning Outcomes

#	Learning Outcome
1	Define the conceptual framework of corporate communication and social media
2	Understand corporate communication management and leadership
3	Define the role of corporate communication and social media in industry 4.0
4	Define social media and crisis communication
5	Define social responsibility in the age of social media
6	Understand the economic aspect of social media and corporate communication
7	Explain social media and perception management
8	Understand the effect of corporate communication and social media on reputation management in international trade

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**