Course Syllabus

Code - Course Title	**SMY210U -**
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. HASAN UÇAR

Mode of Delivery	Online Distance Education
Prerequisites	No prerequisites or co-requisites
Courses Recomended	No
Recommended Resources	Sosyal Medya Uygulama Alanlar (2023), Anadolu Üniversitesi yayınları

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		E-Learning on Social Media	
Week - 2		Brand Management on Social Media	
Week - 3		Social Media Marketing	
Week - 4		Social Media Advertising	
Week - 5		Public Relations Management on Social Media	
Week - 6		Social Media and Public Diplomacy	
Week - 7		Political Communication on Social Media	
Week - 8		The Political Economy of Social Media	

Learning Outcomes

#	Learning Outcome
1	Explains the various applications of social media, such as education, marketing, public relations, political communication, and public diplomacy.
2	Evaluates the role of social media in brand management and digital marketing processes.
3	Analyzes the fundamental principles and implementation methods of social media advertising.
4	Develops strategies for the effective use of social media tools in public relations activities.
5	Interprets the functions of social media in public diplomacy and political communication processes.
6	Explains the basic concepts and approaches related to the political economy of social media.
7	Evaluates the ethical, social, and managerial issues encountered in various areas of social media use.

Learning Outcomes

#	Learning Outcome
8	Analyzes social media applications from a critical perspective in individual, organizational, and societal contexts.

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**