

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

DIGITAL CONTENT MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DIGITAL CONTENT MANAGEMENT	HR4210957	Spring Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Saadet UĞURLU				
Name of Lecturer(s)	Assist.Prof. Saadet UĞURLU				
Assistant(s)	Assist. Prof. Dr. Saadet UĞURLU				
Aim	The aim of this course is to produce original and interactive content in line with the habits of internet users.				
Course Content	This course contains; Explaining the concept of digital content,Development of content process from traditional media to new media,Types of digital content,Development of digital content platforms,Characteristics of digital content concept,Rules of digital content production,Social media and digital content production,Practical explanation of video production,Practical explanation of video production,Social customer relationship management,Online reputation management,Digital article writing. Practical examples,Preparation of original and interactive digital contents. Student studies,General evaluation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Summarize the differences between traditional and new media			10, 9	A, D, F	
2. Recognize basic digital content criteria.			16, 6, 9	A, D	
3. Applies and interprets digital strategies in content production.			6, 9	A, E	
4. Prepares original and interactive digital contents.				A, D, H	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task, H: Performance Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Explaining the concept of digital content.	Can examine course concepts			
2	Development of content process from traditional media to new media.	Pages 5-74 of the book 'Strategic communication management in new media' can be read			
3	Types of digital content	Pages 74-151 of the book 'Strategic Communication Management in New Media' can be read.			
4	Development of digital content platforms	Pages 74-151 of the book 'Strategic Communication Management in New Media' can be read.			
5	Characteristics of digital content concept	Pages 74-151 of the book 'Strategic Communication Management in New Media' can be read.			
6	Rules of digital content production	Pages 151-181 of the book 'Strategic Communication Management in New Media' can be read.			
7	Social media and digital content production	Pages 151-181 of the book 'Strategic Communication Management in New Media' can be read.			
8	Practical explanation of video production	Group work preparations 1			
9	Practical explanation of video production	Group work preparations 2			
10	Social customer relationship management	Pages 151-181 of the book 'Strategic Communication Management in New Media' can be read.			
11	Online reputation management	Pages 181 and end of the book 'Strategic Communication Management in New Media' can be read.			
12	Digital article writing. Practical examples.	Basic concepts can be examined			
13	Preparation of original and interactive digital contents. Student studies.	Group work preparations 3			
14	General evaluation	Project presentation preparations			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
1. C. Chapman, A. Handley, Dijital Çağda İçerik Yönetiminin Kuralları, Mediacat Yayınları, 2016.	
2. O. Kuş, İçerik Pazarlama: Dijital Dünyada Marka ve Hikâye Yaratma Stratejileri, 2016.	
3.S. Uğurlu, Yeni Medya'da Stratejik İletişim Yönetimi, Beta Yayınları, 2017	
Lecture notes	