

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

DIGITAL CONTENT PRODUCTION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DIGITAL CONTENT PRODUCTION	YMI3110584	Fall 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)					
Aim	Produce original interactive content in line with the habits of Internet users and explains the how the contents should be optimized, presented within a layout.				
Course Content	This course contains; Explanation of the qualities of digital content,Explanation of the concepts of digital content,The process development contents from traditional media to new media ,Types of digital content,The development of digital content platforms,The rules of digital content production,Social media and digital content production,Explanation of the video production ,Social CRM,Online reputation management,Digital essay writing. Practical examples,The preparation of original and interactive digital content. Student studies,General Evaluation,Digital content examples.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
• Prepare original and interactive digital content			10	A, E, F	
• Summarize the differences between traditional media and new media			10, 9	F	
• Recognize the basic criteria for digital content			6	A, E, F	
• Resolves stereotypes and errors in the production of digital content			6, 9	A, E, F	
• Resolves stereotypes and errors in the production of digital content			10, 9	A, E, F	
• Recognize the types of digital content			10, 9	A, E, F	
• Evaluate the topics and the digital contents which are consumed			10, 9	A, E, F	
• Apply and interprets the production of digital content strategies			16, 6, 9	A, F	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Explanation of the qualities of digital content	Basic concepts can be examined.			
2	Explanation of the concepts of digital content	Pages 74-151 of the book 'Strategic Communication Management in New Media' can be read.			
3	The process development contents from traditional media to new media	Pages 74-151 of the book 'Strategic Communication Management in New Media' can be read.			
4	Types of digital content	Pages 74-151 of the book 'Strategic Communication Management in New Media' can be read.			
5	The development of digital content platforms	Sample channels can be examined.			
6	The rules of digital content production	Basic concepts can be examined			
7	Social media and digital content production	Sample channels can be examined.			
8	Explanation of the video production	Group work preparations 1			
9	Social CRM	Case studies can be done			
10	Online reputation management	Pages 151-181 of the book 'Strategic Communication Management in New Media' can be read.			
11	Digital essay writing. Practical examples	Group work preparations 2			
12	The preparation of original and interactive digital content. Student studies	Group work preparations 3			
13	General Evaluation	Project preparations can be made			
14	Digital content examples	Project preparations should be made 2			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
Instructor's Lecture Notes.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	