

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**SOCIAL MEDIA and DIGITAL CAMPAIGNS**

**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SOCIAL MEDIA and DIGITAL CAMPAIGNS	PR311.0513	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Yeşim ESGİN				
<b>Name of Lecturer(s)</b>	Assoc.Prof. Yeşim ESGİN				
<b>Assistant(s)</b>	Assoc.Prof Yeşim Esgin				
<b>Aim</b>	The aim of this course is to provide students core elements of social media and digital campaigns management. The course allows participants to gain insights about behavior design in social media and to learn fundamentals of building impactful digital campaigns for corporations & brands.				
<b>Course Content</b>	This course contains; Introduction to Social Media & Digital Marketing,Effects of Social Media on the Brain,Goal Setting for a Digital Marketing Plan ,Multichannel Planning Models & Strategies,Multichannel - Digital Marketing KPIs,Digital Marketing Brief Writing,Emerging Marketing Technologies - AR & VR,Conversational Marketing : Chatbots,Gamification in Marketing,Guest Speaker - The Future of Digital Marketing ,Content Strategy Planning in Social Media,Creating Mobile Application Wireframes,In-Class Prep For Final Presentations,In-Class Prep For Final Presentations.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
After completing this course, students will: <ul style="list-style-type: none"> <li>• Understand the general principles of social media and digital marketing</li> <li>• Broaden understanding of social networks and effects of social connection</li> <li>• Have knowledge about social media strategies and best practices</li> <li>• Gain insights about digital PR and online crisis</li> <li>• Have knowledge about general principles of product/service launches on NewMedia</li> </ul>			13, 16, 19, 2, 4, 5	A, F	
<b>Teaching Methods</b>			13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 2: Project Based Learning Model, 4: Inquiry-Based Learning, 5: Cooperative Learning		
<b>Assessment Methods</b>			A: Traditional Written Exam, F: Project Task		
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to Social Media & Digital Marketing	Examining the course materials is advisable.			
2	Effects of Social Media on the Brain	Key concepts must be comprehended.			
3	Goal Setting for a Digital Marketing Plan	It is necessary to search relevant literature.			
4	Multichannel Planning Models & Strategies	Previous topics should be reinforced.			
5	Multichannel - Digital Marketing KPIs	Discussion topics should be reviewed.			
6	Digital Marketing Brief Writing	The articles listed should be read.			
7	Emerging Marketing Technologies - AR & VR	Course materials should be re-examined.			
8	Conversational Marketing : Chatbots	Questions should be directed to the instructor.			
9	Gamification in Marketing	Key concepts must be comprehended.			
10	Guest Speaker - The Future of Digital Marketing	Reviewing previous lecture notes is recommended.			
11	Content Strategy Planning in Social Media	Project topics should be researched to prepare for the presentation.			
12	Creating Mobile Application Wireframes	Examining the course materials is advisable.			
13	In-Class Prep For Final Presentations	I-The presentation preparation must be completed and presented in class			
14	In-Class Prep For Final Presentations	II-The presentation preparation must be completed and presented in class			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources
-Chaffey D., Ellis-Chadwick F., Digital Marketing, Pearson,2019 -Lecture Notes -Audio-visual documents