

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

SOCIAL MEDIA APPLICATIONS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
SOCIAL MEDIA APPLICATIONS	YMİ4111622	Fall Semester	2+1	2,5	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Ahmet Serkan OKAY				
Name of Lecturer(s)	Assist.Prof. Ahmet Serkan OKAY				
Assistant(s)					
Aim	The aim of this course is for the student to; To ensure that students understand the basic features of social media, learn the functions of social media platforms, have detailed information about social media strategies and master digital content production.				
Course Content	This course contains; New Communication Technologies and Their Effects on Daily Life,Concept and Scope of New Media, Characteristics of New Media,Internet and Web Applications,Content Production on Social Media,Social Media and Its Features,Social Media Platforms ,Social Media Strategies,Digital Storytelling and Content Production,Digital Storytelling and Content Production Sample Presentations,Social Media Tracking and Measurement,Content Production and presentation,Content Production and presentation,Content Production and presentation,Content Production and presentation.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Knows the functions of social media platforms			14, 5, 9	A, E	
Defines the purposes of social media communication			14, 5, 9	E, F	
Understands storytelling in social media			14, 5, 9	E, F	
Teaching Methods	14: Self Study Method, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	New Communication Technologies and Their Effects on Daily Life	Related Reading			
2	Concept and Scope of New Media, Characteristics of New Media	Related Reading			
3	Internet and Web Applications	Related Reading			
4	Content Production on Social Media	Related Reading			
5	Social Media and Its Features	Related Reading			
6	Social Media Platforms	Related Reading			
7	Social Media Strategies	Related Reading			
8	Digital Storytelling and Content Production	Related Reading			
9	Digital Storytelling and Content Production Sample Presentations	Related Reading			
10	Social Media Tracking and Measurement	Related Reading			
11	Content Production and presentation	Related Reading			
12	Content Production and presentation	Related Reading			
13	Content Production and presentation	Related Reading			
14	Content Production and presentation	Related Reading			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					