

**School of Communication / Public Relations and Advertising**

**2023 - 2024 Academic Year**

**SOCIAL MEDIA and DIGITALCAMPAIGNS**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
SOCIAL MEDIA and DIGITALCAMPAIGNS	HR3173740	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
<b>Name of Lecturer(s)</b>	Lect.Dr. Arda SÜAR				
<b>Assistant(s)</b>	Assoc. Prof. Dr. Korhan Mavnacıoğlu				
<b>Aim</b>	The aim of this course is; to understand the basic features of social media, to learn the functions of social media platforms, social media strategies and digital campaign process to provide detailed information about. Various articles and cases will be examined. The experiences of the professional business world will be revealed with professionals				
<b>Course Content</b>	This course contains; New Communication Technologies and Effects on Daily Life,New Media Concept and Scope, Features of New Media ,Internet and Web Applications,Changing Consumers, Changing Brands,Social Media and Features,Social Media Platforms I,Social Media Platforms 2,Audiences in Social Media Communication, Media Relations ,Social Media Communication and Digital Campaign Strategies 1,Social Media Communication and Digital Campaign Strategies 2,Digital Campaign Processes-Application,Social Media Monitoring and Measurement, Ethics in Social Media and Digital Campaigns, Crisis Management in Social Media,Digital Campaign Reviews.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Explain the functions of social media platforms.			10, 14, 9	A, E	
Define the aims of social media communication.			10, 19, 9	A, E, F	
Plan social media and digital campaign strategies.			10, 19, 9	E	
Apply digital campaigns of institutions.			10, 19, 4, 9		
Analyze the problems that arise during the digital campaign process.			10, 14, 4, 9		
Adapt to the transformation created by social media and digital technologies.			10, 14, 4, 9	E	
<b>Teaching Methods</b>	10: Discussion Method, 14: Self Study Method, 19: Brainstorming Technique, 4: Inquiry-Based Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, E: Homework, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	New Communication Technologies and Effects on Daily Life	Related reading			
2	New Media Concept and Scope, Features of New Media	Related reading			
3	Internet and Web Applications	Related reading			
4	Changing Consumers, Changing Brands	Related reading			
5	Social Media and Features	Related reading			
6	Social Media Platforms I	Related reading			
7	Social Media Platforms 2	Related reading			
8	Audiences in Social Media Communication, Media Relations	Related reading			
9	Social Media Communication and Digital Campaign Strategies 1	Related reading			
10	Social Media Communication and Digital Campaign Strategies 2	Related reading			
11	Digital Campaign Processes-Application	Related reading			
12	Social Media Monitoring and Measurement	Related reading			
13	Ethics in Social Media and Digital Campaigns, Crisis Management in Social Media	Related reading			
14	Digital Campaign Reviews	Related reading			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>	
K. Mavnacıoğlu, Kurumsal İletişimde Sosyal Medya Yönetimi, Beta Yayınları, İstanbul,20151- Ed: A. Büyüksarı ve A. Murat Kırık Sosyal Medya Araştırmaları 3, Çizgi Kitabevi, Konya 2016.	
2- İ. Kircova, E. Enginkaya, Sosyal Medya Pazarlama, Beta Yayınları, İstanbul, 2015.	
3- T.L. TUTEN, M. R. SOLOMON, Social media marketing. Sage, 2014.	
4- Faruk Eczacıbaşı, Daha Yeni Başlıyor, İstanbul 2018	
5- Guy Kawasaki, Peg Fitzpatrick, Sosyal Medya Sanatı, İstanbul 2015	
6- TEDx sosyal medya konulu videolar: Önerilen: Zeynep Tüfekçi – “İnsanların reklamlara tıklaması için bir distopya yaratıyoruz” Samet Ensar Sarı – “Kanalına Sahip Çık”	