

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

DIGITAL CONTENT MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DIGITAL CONTENT MANAGEMENT	PR4212026	Spring Semester	1+2	2	5
Prerequisites Courses					
Recommended Elective Courses	Social Media and Digital Marketing				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Yeşim ESGİN				
Name of Lecturer(s)	Assoc.Prof. Yeşim ESGİN				
Assistant(s)	Assoc.Prof. Yeşim Eşgin				
Aim	The aim of this course is to provide students core elements of digital content management. The course allows participants to gain insights about creating content in digital platforms and also content governance for corporations & brands.				
Course Content	This course contains; Introduction to Digital Content Management,Content Strategy Planning,Brands Telling Archetypal Stories,LAB HOUR,Discussion Session I ,Content Strategy Definition,Content Strategy Execution ,Creating Content for Marketing Channels,Discussion Session,Content Governance,Guest Speaker (TBD): Data-Driven Marketing,Collecting Content Performance KPI's,Analytics Driven Personalization in Customer Experience (CXM) ,In-Class Prep For Final Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
After completing this course, students will: • Understand the general principles of digital content management• Have knowledge about digital content management and best practices • Gain insights about content governance• Have knowledge about general principles of Content Performance KPI's			10, 13, 19, 4	A, F	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 19: Brainstorming Technique, 4: Inquiry-Based Learning				
Assessment Methods	A: Traditional Written Exam, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Digital Content Management				
2	Content Strategy Planning				
3	Brands Telling Archetypal Stories				
4	LAB HOUR				
5	Discussion Session I				
6	Content Strategy Definition				
7	Content Strategy Execution				
8	Creating Content for Marketing Channels				
9	Discussion Session				
10	Content Governance				
11	Guest Speaker (TBD): Data-Driven Marketing				
12	Collecting Content Performance KPI's				
13	Analytics Driven Personalization in Customer Experience (CXM)				
14	In-Class Prep For Final Presentations				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
-Shivakumar, K. S., Enterprise Content and Search Management for Building Digital Platforms, 2017 by the IEEE Computer Society, Inc. Published by John Wiley & Sons, Inc., New Jersey. -Chaffey D., Ellis-Chadwick F., Digital Marketing, Pearson,2019,Harlow -Lecture Notes -Audio-visual documents-Audio-visual documents