

**School of Communication / New Media and Communication Systems**

**2024 - 2025 Academic Year**

**PODCAST PUBLISHING and MARKETING**

**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>
PODCAST PUBLISHING and MARKETING	YMI4114916	Fall Semester	2+1	2,5	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>	Required				
<b>Course Coordinator</b>	Assist.Prof. Ahmet Serkan OKAY				
<b>Name of Lecturer(s)</b>	Assist.Prof. Ahmet Serkan OKAY				
<b>Assistant(s)</b>					
<b>Aim</b>	The aim of this course is to provide students with knowledge of podcasting and marketing, and to ensure they develop the skills necessary to create podcasts.				
<b>Course Content</b>	This course contains; Podcasting,Podcast Marketing,Podcast Theme Selection and Listeners,Podcast Content Production,Podcast Editing,Podcast Recording and Production,Studio Course,Application 1 - Theme Determination,Application 2 - Content Production,Application 3 - Content Production and Editorial Correction,Application 4 - Podcast Recording,Application 4 - Podcast Recording,Final testing process of broadcast recordings.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
The student defines the basic definitions and concepts in the field of Podcast production and marketing.			10, 16, 6	A, E	
2.The student prepares a Podcast program proposal and program draft.			10, 16, 6, 9	A, E	
3.The student writes Podcast program content.			10, 16, 6, 9	A, E	
4.Prepare and publish podcast products.			10, 16, 6, 9	A, E	
5.Defines podcast broadcast statistics and listener profiles.			10, 16, 9	A, F	
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 6: Experiential 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	Podcasting	The topic content of the relevant week should be read.			
2	Podcast Marketing	The topic content of the relevant week should be read.			
3	Podcast Theme Selection and Listeners	The topic content of the relevant week should be read.			
4	Podcast Content Production	The topic content of the relevant week should be read.			
6	Podcast Editing	The topic content of the relevant week should be read.			
7	Podcast Recording and Production	The topic content of the relevant week should be read.			
8	Studio Course	The topic content of the relevant week should be read.			
9	Application 1 - Theme Determination	The topic content of the relevant week should be read.			
10	Application 2 - Content Production	The topic content of the relevant week should be read.			
11	Application 3 - Content Production and Editorial Correction	The topic content of the relevant week should be read.			
12	Application 4 - Podcast Recording	The topic content of the relevant week should be read.			
13	Application 4 - Podcast Recording	The topic content of the relevant week should be read.			
14	Final testing process of broadcast recordings	The topic content of the relevant week should be read.			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			
<b>Resources</b>					
Podcast Production and Marketing / Daniel Rowels-Ciaran Rogers Herkes Podcast Yapabilir - Kişisel ve Kurumsal Podcast'ini Kolayca Başlat!-Özcan Yazıcı Yeni Sesli Kültür: Podcast- Özgül BirsenSectoral reports					