

Vocational School of Social Sciences / Public Relations and Advertising

2022 - 2023 Academic Year

DIGITAL and SOCIAL MEDIA MANAGEMENT

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
DIGITAL and SOCIAL MEDIA MANAGEMENT	HIT2114515	Fall Semester	2+0	2	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Elective				
Course Coordinator	Lect. Sonia LOTFI				
Name of Lecturer(s)	Lect. Sonia LOTFI				
Assistant(s)					
Aim					
Course Content	This course contains; .				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Teaching Methods					
Assessment Methods					
Lecture Schedule					
Sequence	Topics		Preliminary Preparation		
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		
Resources					