

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

NEW MEDIA APPLICATIONS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
NEW MEDIA APPLICATIONS	YMİ4110585	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	Required				
Course Coordinator	Assoc.Prof. Korhan MAVNACIOĞLU				
Name of Lecturer(s)	Assoc.Prof. Korhan MAVNACIOĞLU				
Assistant(s)					
Aim	Employment opportunities within the scope of their skills on digital platformsNEW MEDIA that creates and finds solutions to potential needs with business ideasTo train entrepreneurs and New and solution-oriented digital products for potential needs young communicators who can improve; Common problems with digital tools to take sustainable and developable steps bringing together their own digital initiatives are targeted to realize.				
Course Content	This course contains;				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Knows the concept of financial literacy.			10, 6, 9	A, E, F	
Understands entrepreneurship skills			10, 6, 9	A, E, F	
Understands team management.			10, 6, 9	A, E, F	
Understands the difference between innovation and entrepreneurship.			10, 6	A, E, F, H	
Develops solutions for new media.			10, 16, 6, 9	A, E, F	
Improves product and service skills.			10, 16, 6, 9	A, E, F, H	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework, F: Project Task, H: Performance Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			
Resources					
notes shared via mebis					