

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES  
COURSE SYLLABUS

Course Details				
<b>Code</b>	<b>Academic Year</b>			<b>Semester</b>
KKW 433	3			6
<b>Title</b>	<b>T</b>	<b>A</b>	<b>L</b>	<b>ECTS</b>
Social Media Management	3	-	-	5
<b>Language</b>	Turkish			
<b>Level</b>	<b>Undergraduate</b>	x	<b>Graduate</b>	<b>Postgraduate</b>
<b>Department / Program</b>	Cultural and Communication Sciences			
<b>Forms of Teaching and Learning</b>	Face to face			
<b>Course Type</b>	<b>Compulsory</b>		<b>Elective</b>	x
<b>Objectives</b>	Based on real-world business examples, students gain an introduction to social media management, which has become a part of business functions such as marketing, advertising, customer service or human resources management. In addition, the course covers key topics such as social media strategy, social media and crisis management or knowledge management.			
<b>Content</b>	The course focuses on the use of social media techniques and platforms, as well as the evaluation of information obtained from social media within companies and the preparation of media-oriented content. At the end of the course, students will learn about the application possibilities and application areas of these platforms in companies, and the implementation steps of the social media strategy, beyond the recognition of existing social media platforms.			
<b>Prerequisites</b>	-			
<b>Coordinator</b>	course not opened			
<b>Lecturer(s)</b>	course not opened			
<b>Assistant(s)</b>	-			
<b>Work Placement</b>	-			
Recommended or Required Reading				
<b>Books / Lecture Notes</b>	Uğurlu, Saadet (2017). Yeni Medya'da Stratejik İletişim Yönetimi. İstanbul: Beta Yayınları.			
<b>Other Sources</b>	Kawasaki, Guy/Fitzpatrick, Peg (2015). Sosyal Medya Sanatı. İstanbul: Mediacat Yayıncılık. Hardiman, Marco (2013). Social Media Management. Kiel: Academic and Business Publishing.			
Additional Course Material				

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Documents			
Assignments			
Exams			
<b>Course Composition</b>			
Mathematics und Basic Sciences			%
Engineering			%
Engineering Design			%
Social Sciences	50		%
Educational Sciences			%
Natural Sciences			%
Health Sciences			%
Expert Knowledge	50		%
<b>Assessment</b>			
<b>Activity</b>	<b>Count</b>		<b>Percentage (%)</b>
Midterm Exam	1		40
Quiz	-		-
Assignments	-		-
Attendance	-		-
Recitations	-		-
Projects	-		-
Final Exam	1		60
		<b>Total</b>	<b>100</b>
<b>ECTS Points and Work Load</b>			
<b>Activity</b>	<b>Count</b>	<b>Duration</b>	<b>Work Load (Hours)</b>
Lectures	14	2	28
Self-Study	14	2	28
Assignments	9	1	9
Presentation / Seminar Preparation	6	1	6
Midterm Exam	1	1	2
Recitations	-	-	-
Laboratory	-	-	-
Projects	1	1	10
Final Exam	1	2	2
		<b>Total Work Load</b>	<b>85</b>
	<b>ECTS Points (Total Work Load / Hours)</b>		<b>3</b>

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**Learning Outcomes**

1	Students know the basic terms and effects of social media, its projection and results in the field of marketing. Students will have the competence to determine the criteria for technical support and social media agency selection.
2	Students can formulate and model social media goals, framework conditions, requirement profiles, and requirements in the context of organizational content / communication technique. Students can develop, organize and implement social media communication strategies. Students will have the competence to determine the criteria for technical support and social media agency selection.
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12	

**Weekly Content**

1	Introduction
2	How Has Social Media Affected Traditional Media?
3	Strategies of Traditional Media Companies and Social Media
4	Companies in the World
5	Integration of Companies into Social Media Marketing
6	The Impact of Social Media on Company Structures
7	New Marketing Strategies on Social Media
8	Social Media Economic Opportunities
9	Mid term
10	Personalization Policies
11	Rethinking Social Media Culturally
12	Social Media Networks
13	Relationships between Social Media Networks
14	Final
15	

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Contribution of Learning Outcomes to Program Objectives (1-5)							
	P1	P2	P3	P4	P5	P6	P7
1	5	2	5	2	5		
2	5	2	5	2	5		
3	5	2	5	2	5		
4	5	2	5	2	5		
5							
6							
7							
8							
9							
10							
11							
12							
<b>Contribution Level</b>	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High						
<a href="https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=tr&amp;curSunit=209">https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=tr&amp;curSunit=209</a>							
<b>Compiled by:</b>	RA. İpek Kesici						
<b>Date of Compilation:</b>	15.08.2022						