

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES
COURSE SYLLABUS

Course Details						
Code			Academic Year			Semester
KKW433			3			6
Title			T	U	L	AKTS
Social Media Management			3	-	-	5
Language		German				
Level	Undergraduate	x	Graduate		Postgraduate	
Department / Program		Cultural and Communication Sciences				
Forms of Teaching and Learning		Face to face				
Course Type	Compulsory		Elective	x		
Objectives		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.				
Content		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.				
Prerequisites		-				
Coordinator		-				
Lecturer(s)		-				
Assistant(s)		-				
Work Placement		-				

Recommended or Required Reading			
Books / Lecture Notes	Uğurlu, Saadet (2017). Yeni Medya’da Stratejik İletişim Yönetimi. İstanbul: Beta Yayınları.		
Other Sources	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			
Documents	-		
Assignments	-		
Exams	-		
Course Composition			
Social Sciences		100 %	
Assessment			
	Count		Percentage (%)
Midterm Exam	-		-
Quiz	-		-
Assignments	-		-
Attendance	-		-
Recitations	-		-
Projects	-		-
Final Exam	-		-
Total			-
ECTS Points and Work Load			
Activity	Count	Duration	Total Workload (Hours)
Lectures	-	-	-
Self-Study	-	-	-

Assignments	-	-	-
Presentation / Seminar Preparation	-	-	-
Midterm Exam	-	-	-
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	-	-	-
Total Workload			-
ECTS Points (Total Workload/ 28)			-
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.		
3			
4			
5			
Weekly Content			
1			
2			
3			
4			
5			

6	
7	
8	
9	
10	
11	
12	
13	
14	
15	

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7
1							
2							
3							
4							

Contribution Level: 1: Low 2:Low-intermediate 3: Intermediate 4:High 5:Very High

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