

# SOCIAL MEDIA MANAGEMENT

1	Course Title:	SOCIAL MEDIA MANAGEMENT
2	Course Code:	IYZ4110
3	Type of Course:	Compulsory
4	Level of Course:	First Cycle
5	Year of Study:	4
6	Semester:	8
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Doç. Dr. FATİH GÜRSES
15	Course Lecturers:	Dr. Öğr. Üyesi Fatih GÜRSES
16	Contact information of the Course Coordinator:	Dr. Öğr. Üyesi Fatih GÜRSES İnegöl İşletme Fakültesi, Yönetim Bilişim Sistemleri fatihgurses@uludag.edu.tr (0224) 294 26 95
17	Website:	
18	Objective of the Course:	The aim of the course is to examine the historical, theoretical and conceptual dimensions of social media. In addition, the effects of social media on individuals and society, as well as in the fields of media, economy, communication and marketing will be examined.
19	Contribution of the Course to Professional Development:	Branding elements that will enable students to master digital platforms and digital marketing campaign management, and the creation of an interactive site, to enable them to learn the dynamics and trends of mobile marketing.
20	Learning Outcomes:	
	1	To be able to explain the emergence, development and basic concepts of social media
	2	To be able to describe how social media is changing consumer markets and marketing
	3	To be able to comprehend social media elements
	4	To be able to understand the use of different social media tools in marketing and public relations
	5	To provide students with research skills in the field of social media
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21	Course Content:	
	<b>Course Content:</b>	
Week	Theoretical	Practice
1	Introduction	

2	Media from traditional to new	
3	What is Digital Marketing?	
4	Understanding the new media and social media user	
5	Reputation management in social media and Digital PR	
6	Social media content management and analysis	
7	Crisis management in social media	
8	Digital Media Planning	
9	Digital Media Reporting	
10	Media Planning in Social Media	
11	Qualitative and Quantitative research methods in Social Media	
12	Case Studies 1	
13	Case Studies 2	
14	Case Studies 3	

22	Textbooks, References and/or Other Materials:	1) Saruhan, Oğuzhan, Sosyal Medya Canavarı Olmak İster Misiniz ? , Mediacat Kitapları,2018. 2)Yalçın, Funda Güleç, Küçük İşletmeler için Sosyal Medya, Abaküs Kitap, 2018.
23	Assesment	

Activites	Number	Duration (hour)	Total Work Load (hour)
Quiz	0	0.00	
Theoretical	14	3.00	42.00
Home work project	0	0.00	
Practicals/Labs	0	0.00	0.00
Final Exam	1	0.00	
Self study and preperation	0	0.00	0.00
Total	14	40.00	
Homeworks	0	0.00	0.00
Contribution of Term (Year) Learning Activities to Projects	0	0.00	0.00
Success Grade	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	20.00	20.00
Total	14	100.00	
Others	0	0.00	0.00
Measurement and Evaluation Techniques Used in the Course	1	30.00	30.00
Final Exams	1	30.00	30.00
Total Work Load			112.00
Total work load/ 30 hr			3.07
ECTS Credit of the Course			3.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	2	2	1	1	2	3	4	5	4	3	4	0	0	0	0	0
ÖK2	3	2	2	1	3	3	5	4	3	3	3	0	0	0	0	0
ÖK3	2	2	2	2	3	3	4	4	4	3	4	0	0	0	0	0
ÖK4	1	2	2	3	3	3	4	4	3	4	4	0	0	0	0	0

ÖK5	0	2	3	3	3	4	4	4	4	5	5	0	0	0	0	0
LO: Learning Objectives   PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							