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| ***ÇAĞ UNIVERSITY***  ***SOCIAL SCIENCES ENSITUTE*** | | | | | | | | | | | | | | | | | | | | | |
| **Course Code** | | | | **Course Name** | | | | | | | | | | | **Credit** | | | | **ECTS** | | |
| **PSİ 531** | | | | Social Media Management and Analysis | | | | | | | | | | | 3 (3-0-0) | | | | **8** | | |
| **Precondition** | | | | | | | | **None** | | | | | | | | | | | | | |
| **Education Language** | | | | | | | | Turkish | | | | | | **Learning Method** | | **Face to Face** | | | | | |
| **Type and level of the course** | | | | | | | |  | | | | | | | | | | | | | |
|  | | | | |  | | | | | | | | | **Course Time** | **Meeting**  **Time** | | | | **Communication** | | |
| **Course Coordinator** | | | | | Asst. Prof. Dr. Taylan Tutkunca | | | | | | | | |  |  | | | | [**taylan@cag.edu.tr**](mailto:taylan@cag.edu.tr) | | |
| **Aim of the Course** | | | | | The main purpose of the Social Media Management and Analysis course is to provide students with knowledge and skills on the use, strategic management and effective analysis of social media. | | | | | | | | | | | | | | | | |
| **Course Learning Outcomesı** | |  | It is aimed that a student who successfully completes the course will have the following skills. | | | | | | | | | | | | | | | **Relation** | | | |
| **Program Output** | | | **Net Effect** |
| 1 | Gain a general understanding of the definition and importance of social media. | | | | | | | | | | | | | | | 1 | | | **5** |
| 2 | By learning basic social media terms, one gains expertise in interaction. | | | | | | | | | | | | | | | 3&4 | | | **4&4** |
| 3 | Gains skills in subjects such as determining target audience, creating content strategies and brand value. | | | | | | | | | | | | | | | 5 | | | **5** |
| 4 | Can recognize and analyze different social media platforms. | | | | | | | | | | | | | | | 3 | | | **4&4** |
| 5 | Can measure performance and interpret data using social media analytics tools. | | | | | | | | | | | | | | | 5 | | | **5** |
| **Dersin Tanımı:**  This course aims to provide students with the skills of using social media platforms effectively, strategic planning, content creation and analysis. It also enables students to understand the effects of social media on business, marketing and communication strategies. | | | | | | | | | | | | | | | | | | | | | |
| **COURSE CONTENT** | | | | | | | | | | | | | | | | | | | | | |
| **Week** | **Subject** | | | | | | | | | | **Preliminary** | | | | | | **Teaching Method** | | | | |
| **1** | Introduction of the course and explanation of its objectives  Social media definition and importance  Basic social media terms | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **2** | Social media platform types and features  Basics of social media strategies  Target audience determination | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **3** | Creating brand value and perception  Content strategies  Create content calendars | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **4** | Crisis management | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **5** | Campaign management  Monitoring and measurement tools | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **6** | Facebook account management and Facebook analytics | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **7** | Target audience analysis and advertising strategies | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **8** | Create and manage an X account  Use of Analytics | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **9** | Trend analysis and hashtag strategies | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **10** | Creating and managing an Instagram account  Instagram analytics usage | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **11** | Visual content strategies  Creating and managing a Linkedin account | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **12** | Use of LinkedIn Analytics  Business professionalism and brand strategies | | | | | | | | | | Presentation and Lecture Notes / Shared Resources | | | | | | **Lecture and Discussion** | | | | |
| **13** | Giving social media projects to students | | | | | | | | | |  | | | | | | **Lecture and Discussion** | | | | |
| **14** | Project presentation and evaluation  Overall evaluation and feedback of the course | | | | | | | | | |  | | | | | | **Lecture and Discussion** | | | | |
| **RESOURCE** | | | | | | | | | | | | | | | | | | | | | |
| **Course Book** | | | | | | **Social media management in small business, Assoc. Prof. Dr. Ali Ender Altunoğlu, Seçkin Publishing, August 2020, 1st Edition** | | | | | | | | | | | | | | | |
|  | | | | | |  | | | | | | | | | | | | | | | |
| **Material Sharing** | | | | | | **Lecturer’s Slides / Course Notes and Internet Resource** | | | | | | | | | | | | | | | |
| **DEĞERLENDİRME YÖNTEMLERİ** | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Count** | | | **Effect** | | **Descriptions** | | | | | | | | | |
| **Midterm** | | | | | | | 1 | | | **%50** | |  | | | | | | | | | |
| **Project (Term Paper)** | | | | | | | 1 | | | **%50** | |  | | | | | | | | | |
| **Success Rate of the Year** | | | | | | |  | | | **%50** | |  | | | | | | | | | |
| **The Impact of the Final Exam** | | | | | | | 1 | | | **%50** | |  | | | | | | | | | |
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| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | |
| **Content** | | | | | | | | | **Count** | | | | **Hour** | | | | | | | **Total** | |
| **Course Time** | | | | | | | | | 16 | | | | 3 | | | | | | | 48 | |
| **Studying Outside the Classroom** | | | | | | | | | 16 | | | | 5 | | | | | | | 80 | |
| **Contributions** | | | | | | | | | 1 | | | | 42 | | | | | | | 42 | |
| **Project (Term Paper)** | | | | | | | | | 1 | | | | 40 | | | | | | | 40 | |
| **Midterm** | | | | | | | | | 1 | | | | 24 | | | | | | | 24 | |
| **Final Exam** | | | | | | | | | 1 | | | | 48 | | | | | | | 24 | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | **266** | |
| **266/30 = 8,86** | |
| **8** | |
| **PROJECT STUDY** | | | | | | | | | | | | | | | | | | | |  | |
| **Examining the social media usage of organizations operating on a national or international scale. Creating a personal social media activity plan. It is the determination of content strategy and target audience analysis, reporting and research. The research can be prepared by one person or two people. The latest version of the research report written in MS Word application is delivered via e-mail.** | | | | | | | | | | | | | | | | | | | |  | |
| **Research Outline**  **• Summary (100-150 words)**  **• Entrance**  **• Conceptual Framework – Social Media Literature (books, thesis, articles, etc.)**  **• Sample social media usage and analysis**  **• Social media activity plan content**  **• Conclusion and Recommendations**  **• Resource** | | | | | | | | | | | | | | | | | | | |  | |