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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Sosyal Medya Yönetimi** | |  | 1 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Ders kapsamında; yeni medyanın önemli bir alanı olan sosyal medya tarihsel, kavramsal ve kuramsal boyutlarıyla ele alınacaktır. Sosyal medyanın medya, ekonomi, pazarlama ve iletişim alanlarındaki etkileri derinlemesine incelenecektir. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;  1.Sosyal medya araçlarının türlerine göre içerik yönetim stratejisinin nasıl tespit edileceğini bilir.  2.Sosyal medyada kullanılmak üzere görsel tasarım, fotoğraf ve videoların hazırlanma süreçlerini yönetebilir.  3.Sosyal medya için içerik yaratma süreçlerini yönetebilir.  4.Sosyal medyada kullanılan görsel tasarım, fotoğraf ve videoların özelliklerini bilir. | | | | | | | Dersin İçeriği | İnternet kavramının tanımlanması, sosyal medya araçlarının açıklanması, ağ toplumunun tanımlanması, geleneksel medya - yeni medya farklılıkları, analog kitle iletişiminden sayısal kitle iletişime geçiş, sosyal medya bağımlılığı, simülasyon kavramının açıklanması, dijital okuryazarlığın sosyal medyaya etkisi, yeni medyanın ilkeleri, yeni medya ve dokunmatik toplum. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | İnternet Kavramının Tanımlanması | | | | | | | 2 | Sosyal Medya Araçlarının Açıklanması | | | | | | | 3 | Ağ Toplumunun Tanımlanması | | | | | | | 4 | Geleneksel Medya - Yeni Medya Farklılıkları | | | | | | | 5 | Analog Kitle İletişiminden Sayısal Kitle İletişime Geçiş | | | | | | | 6 | Sosyal Medya Bağımlılığı | | | | | | | 7 | Bilişim Çağında Teknoloji Olgusu | | | | | | | 8 | Simülasyon Kavramının Açıklanması. Sosyal Medya Üzerindeki Etkilerinin İncelenmesi | | | | | | | 9 | Dijital Okuryazarlığın Sosyal Medyaya Etkisi | | | | | | | 10 | Sosyal Medya Hesaplarında Etkileşimin Artırımı | | | | | | | 11 | Arayüz Kültürünün Açımlanması. | | | | | | | 12 | Yeni Medyanın İlkeleri | | | | | | | 13 | Yeni Medya ve Dokunmatik Toplum | | | | | | | 14 | Yeni Medya ve Dokunmatik Toplum | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Yengin, D. (2015). Sosyal Medya Araştırmaları, Paloma Yayınları. Kara, T. ve Özgen, E. (2012). Sosyal Medya, Beta Yayınları. İstanbul. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | - | | 5 | - | | - | 5 | | 4 | - | | - | 4 | | - | - | | **ÖÇ2** | - | | 5 | - | | - | 5 | | 4 | - | | - | 4 | | - | - | | **ÖÇ3** | - | | 5 | - | | - | 5 | | 4 | - | | - | 4 | | - | - | | **ÖÇ4** | - | | 5 | - | | - | 5 | | 4 | - | | - | 4 | | - | - | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | **Sosyal Medya Yönetimi** | - | 5 | - | - | 5 | 4 | - | - | 4 | - | - | |