Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 603	Social Media in Strategic Communication	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	Digital transformation can be defined as the use of technology in all processes to keep pace with digital time. Digitalization is evolving towards a new phase where not only individuals, institutions, but also objects and machines are linked. Digital processes increase competition, make prices transparent, take power to the customer and make online reputation important; brands are forced to keep up with the rapid transformation with digital. The concept that is new in the lives of brands and individuals, is defined as “being connected”. One benefit of keeping the individual connected with their brands and content from many devices is the ability to collect and use data. While continuing to convey information about products and services to users who follow or interact with the brand through all digital communication channels, especially social media tools, on the other hand, listening to all the conversations about the brand in all digital channels, joining the brand when necessary, products and services will be taken from these conversations. The aim of this course is to enable students to evaluate the digital data listed above as well as their creative and communication skills.
Content	Week 1. The definition of the digital and social media and the comparison between the use of the traditional and social media in communication strategies Week 2. PR 2.0 concept and creating a digital thinking system Week 3. Digital Transformation and Four Media Types Week 4. Consumer Behaviors in Traditional and Digital Media (customer, consumer, shopper) Week 5. Content management in digital networks Week 6. Role in Big Data and Strategic Communication Applications (Case studies) Week 7. Midterm exam Week 8. Marketing Communication in Social Media (content production, interaction and customer experience, influencer marketing, web tracking and monitoring, brand language) Week 9. Creating a Digital Campaign Strategy (reading insight correctly, determining success criteria, message target, media target, target audience, calendar) Week 10. Invitation of a guest specialist Week 11. New generation methods without gaining insight: artificial intelligence, machine learning and deep learning Week 12. Digital reputation management and crisis management Week 13. Viral public relations and social communities interaction Week 14. Presentation of the homeworks

References	BREAKENRIDGE, Deirdre (2008). PR 2.0: new media, new tools, new audiences, FT Press. DILENSCHNEIDER, Robert L. (2010). The AMA handbook of public relations [electronic resource], AMACOM, NewYork. SCOTT, David Meerman (2010). The new rules of marketing and PR, MediaCat Kitapları: digitalage, Kapital Medya Hizmetleri A.Ş., İstanbul. SOLIS, Brian (2009). Putting the public back in public relations : how social media is reinventing the aging business of PR, Upper Saddle River, N.J. : FT Press. Periodicals: Journal of Public Relations Research Public Relations Quarterly Public Relations Review

Theory Topics

Week	Weekly Contents
1	The definition of the social media and the comparison of the use of the traditional and social media in public relations
2	Social media and social channel
3	PR 2.0 and the formulation of the system of digital thought
4	Blogs and the blogging
5	The content management in social networks
6	Forums, wikis and email groups
7	Midterm exam
8	Press release and feedbacks of RSS in the social media
9	The online press office, the pod-casting and the optimization of the search engines
10	Invitation of a specialist
11	Viral public relations and the interaction with social groups
12	New source of brands' power: individual based examples
13	The strategic public relations planning in social media
14	Presentation of the homeworks