



Course Code	Course Name	Year/Semester	Theory	Practice	Credits	ECTS
IAED 2164	SOCIAL MEDIA FOR RESEARCH AND EXPRESSION	2023-2024 / SPRING	3	0	3	3

Level of Course: Undergraduate

Course Type: Elective Course

**Language of
Instruction:** English

Course time: Wednesday (10:00-13:00)

Classroom: BB-04

Mode of Delivery: Lecture and Practice

**Prerequisites and
Co-requisites:** N/A

Course Coordinator: Asst. Prof. Shirin IZADPANA

**Course Teaching
Assistant:** N/A

Course Objectives: This course aims to provide students with the ability to use social media as a tool for professional research and presentation.

Course Description: The main emphasis will be on the efficient use of social media for interior architects.

Learning Outcomes: **Upon successful completion of the course, students will be able to:**

1. Acquiring skills to learn the basics of social media for professional research
2. Learn how to attract and engage the audience through digital presentation of design
3. Learn how to use social media for market research
4. Learn how to use social media as a resource for staying updated in terms of presentation

Language: The lectures, presentations, and discussions will be in English. Developing your verbal language skills will be very important in acquiring disciplinary terminology and understanding the discussions, presentations, and communications in class.

**Recommended Text
Books:** 1- Handbook of Research on Integrating Social Media into Strategic Marketing edited by Hajli, Nick
2- Communicating Your Research with Social Media: A Practical Guide to Using Blogs, Podcasts, Data
Visualisations and Video by Amy Mollett, Cheryl Brumley, Chris Gilson, Sierra Williams

Planned Learning **Learning/Teaching Method:** This course is based on both lectures and practice in which students will gain the knowledge and ability to use social media as tool for doing their professional research and presentation.

Activities and Teaching **Assignments:** Assignments are in the form of research, reading, and presentations.

Method:

Class Participation: Regular attendance of all enrolled classes is expected. Do not be late for the class. Attendance will be taken through your signature within the first quarter of the class; if you come later you will be considered half-attended. At the end of the Semester, your attendance will be reported on the UBS. Attendance is compulsory and in case of absenteeism of more than 30%, the system will automatically grade you "FF". If you miss a class, it is your responsibility to 'make up' all work, including items discussed in class. The class contribution will be measured in terms of quality, not quantity. .If you need to leave early, you should notify your professor at the commencement of the session.

Academic integrity & plagiarism: Academic integrity is the pursuit of scholarly activity based on the values of honesty, trust, fairness, respect and responsibility. Practicing academic integrity means never plagiarizing or cheating, never misrepresenting yourself, never falsifying information, and never deceiving or compromising the work of others. Basically, this means, either intentionally or unintentionally, using the words or ideas of someone else without giving credit, it's strictly forbidden.

Course Text books: There is no specific textbook for this course. Students are required to actively participate in the lectures and study the recommended reading textbooks and also do research on the variety of architectural presentation techniques.

Key Works: In this course, lectures and assignments mainly focus on using social media as a learning tool for interior architecture students.

Specific Rules:

1. Be punctual. Punctuality is a sign of respect toward yourself and others.
2. Show respect for all the people and property around you.
3. Be responsible for your actions and meet all expectations.
4. Follow directions the first time they are given.
5. Students should raise their hands to signal a question or to answer a question.
6. Students should use the Internet at school for academic purposes only.
7. It is forbidden to record classes with any type of device.

Communication: If you have any questions about the syllabus, your responsibilities in the course, and assessment procedures please ask your instructor without any delay. Students are encouraged to visit the professor during their Office Hours. If you cannot make it to the announced office hours, please make individual arrangements via e-mail. However, do not expect the professor to respond at length via e-mail to questions of content, the definition of terms, grading questions etc. If you have a question that requires a substantive response, please set up an appointment to speak with your instructor.



Course Contents*:
(Weekly Lecture Plan)

Date	Week	Chapter Topic	Take-home exercise
14.02.24	1	-Course Introduction, syllabus overview	-
21.02.24	2	Lecture: Social Media and Interior Architecture	Research
28.02.24	3	In-class practice	-
06.03.24	4	Lecture: Produce quantifiable data from social media Browse the market through social media	Research
13.03.24	5	In-class practice	-
20.03.24	6	In-class practice	Homework 1
27.03.24	7	In-class practice	Preparation for the midterm submission
	8	MIDTERM	
10.04.24	9	NATIONAL HOLLIDAY	
17.04.24	10	In-class practice	-
24.04.24	11	In-class practice	-
01.05.24	12	NATIONAL HOLLIDAY	
08.05.24	13	In-class practice	Homework 2
15.05.24	14	In-class practice	Preparation for the final submission
		FINAL EXAM	

* PLEASE NOTE: Details of the syllabus and course schedule are subject to minor changes that will be announced in class.

Grading: Midterm and final exam responses will be evaluated for accuracy, thoughtfulness and clarity. Assignments will be evaluated for content, quality of ideas and clarity of presentation (including both writing and graphics). Students' progress also will be evaluated throughout the semester based on their performance in critiques. Students with a Final Grade below C- (50) are required to repeat the course.

Assessment Methods and
Criteria :

METHODS	EFFECTS ON GRADING
Assignments	20%
Midterm Submission	20%
Engagement	10%
Final Submission	50%

ECTS Workload Table:

ACTIVITIES	NUMBER	HOUR	WORKLOAD
Course Teaching Hours	13	2	26



DEPARTMENT OF INTERIOR ARCHITECTURE AND ENVIRONMENTAL DESIGN

At home studies	12	2	24
Assignment/Presentations	2	3	6
Midterm Preparation submission	1	5	5
Self-study for the final project	1	7	7
Total Workload	0	0	78
Total workload/25			78/25
ECTS			3

GRADING AND EVALUATION

The student's progress will be evaluated throughout the semester.

Grade Scale:

GRADE	MARKS	VALUE
A+	100	4.00
A	95-100	4.00
A-	85-94	3.70
B+	80-84	3.30
B	75-79	3.00
B-	65-74	2.70

GRADE	MARKS	VALUE
C+	60-64	2.40
C	55-59	2.20
C-	50-54	1.70
D+	45-49	1.30
D	40-44	1.00
F	0-39	0.00