

COM*120 Social Media Spring 2016 Syllabus

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Office Hours: By appointment only

Course Description:

This course will introduce students to various forms of social media and how to use them strategically. Students will learn about leading social media platforms and tools, who uses them, and how they have transformed the way we interconnect and interact with the world, both personally and professionally. Students will be expected to apply their knowledge by participating on different social media platforms through interactive class projects.

Course Objectives:

- Identify major social media platforms and the role they play
- Create content for various social media platforms
- Create and maintain a blog
- Use social media professionally and strategically
- Have an online presence for their job search

Required Texts:

- Tuten, Tracy, L. Social Media Marketing. Second Edition. ISBN-13 9781473913011.
- Supplemental readings as assigned

Course Format:

Weekly instructions, textbook chapter readings, supplemental articles, videos, quizzes, and discussion questions will be posted under individual Learning Modules labeled by week. Weekly Learning Modules will become available on a Monday at 12:01 a.m. Assignments for each week are due on Sunday at 11:59 p.m. See course schedule for days for this course.

This is a class offered asynchronously. You are expected to be proactive and are responsible for completing all assigned readings/assigned work every week.

Recommended order of work

1. Read the Learning Module instructions
2. Visit the course at least twice in one week
3. Read and study the assigned material
4. Take the reading quiz, if applicable
5. Complete entry in My Digital Life Blog, if applicable
6. Complete the discussion question

Grading Policy:

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|-------------------|---|
| 300 points | My Digital Life Blog (10 assignments) |
| 200 points | Open Book Quizzes (10 quizzes) |
| 300 points | Discussion Forum Participation (15 questions) |
| 100 points | Social Media Discovery Project |
| <u>100 points</u> | <u>Final Paper</u> |
| 1000 points | Total |

Social Media Account Creation:

In this course, students will be required to open accounts on various social media sites. Students may use their real name or develop an anonymous online persona on these accounts. Some assignments require posting to these accounts.

My Digital Life Blog:

After reading the assigned materials, students will have the opportunity to show their competence of social media practices by completing 10 short writing assignments on Blackboard. This is the blogging component of the class called "My Digital Life." All Digital Life assignments are due at the end of the day (11:59 p.m.) on Sunday to receive full credit. Late assignments will not be accepted unless extraordinary circumstances warrant. A supplementary handout further details the assignment.

Social Media Discovery Project:

Over the first half of the semester, students will choose one social media platform they are not familiar with and teach themselves how to use it strategically. Some examples include Facebook, Twitter, Vine, Tumblr, Pinterest, Instagram, Periscope, and Snapchat. Students may use their real name or develop an anonymous online persona on this account. This assignment will serve as the course's mid-term project. A supplementary handout further details the assignment.

Discussion Forum Participation:

Each week, students will need to answer the discussion question that is based on the weekly reading assignments. To receive full credit, answers should be thoughtful and written using correct grammar and spelling. All answers and responses must be written entirely in the students' own words. Students are encouraged to cite the textbook and articles in their responses using MLA style. A supplementary handout further details the assignment.

To get full credit each week, students must (1) post one comment answering the discussion forum question and (2) post a thoughtful reply to a classmate's comment.

Open Book Quizzes:

There will be 10 multi-choice open book quizzes throughout the semester. The lowest quiz grade will be dropped.

Final Paper:

The purpose of the final paper for this class is to give students the opportunity to deepen their knowledge of a particular area or aspect of social media and apply course concepts in a manner that suits their own interests and goals. For the final project, students will pick a social media campaign and write a case analysis. A supplementary handout further details the assignment.

Make-Up Policy:

There will be no make-ups for discussion questions, weekly assignments, final paper, or quizzes unless arrangements have been made ahead of time. However, I will drop the lowest quiz grade at the end of the semester. There will also be three bonus assignments throughout the semester designed as a way to make up for some lost points should outside challenges arise that prevent assignments from being done on time.

Technology Requirements:

This is an online course. Students must be able to access and use Blackboard. You should have a reliable internet connection such as DSL or cable.

Learning modules include PowerPoints, so students must have presentation software on their computer to view them. Students will also need a word processing program for the final paper.

Students must have a back-up plan in case their computers give them trouble, such as college computers or their local library computers. Having a broken computer is not an excuse for missing assignments or quizzes.

If students have a technical problem, they should contact technical support immediately as I probably cannot fix the problem. Web: websupport.ct.edu. Phone: (860) 723 -0221. Hours of Operation: Monday – Thursday, 8:00 am – 8:00 pm; Friday, 8:00 am – 5:00 pm; Sunday, 1:00 pm – 9:00 pm. Our Distance Learning Department is here to assist you and help with any problems. Website: <http://www.mxcc.edu/distance>, 860-343-5756; mxccdistan@mxcc.edu.

Additional Syllabus Information:

For information about the college's policies and procedures regarding academic honesty, accessibility/disability services, attendance, grade appeals, plagiarism, religious accommodations, weather/emergency closings, and more, please go to the following website: www.mxcc.edu/catalog/syllabus-policies/



COM*120 Social Media Course Outline

Any changes to the following course outline will be announced in advance. Readings must be completed **before** the class for which they are assigned. All readings can be found on BlackBoard under each weekly module.

Class Introduction and Expectations

Week of Jan. 18: Learn what the class is all about and what is expected
Read: Chapter 1 in textbook, "The True Power of Instagram and How to Harness It", "This Brand Hired a 16-Year-Old to Build It's Following on Snapchat" and "10 Moments on Twitter That Will Go Down in History"
Discussion Question
My Digital Life Entry: A Day in My Digital Life
Sign Student Contract and Review Instructor's Contract

Social Media Literacy

Week of Feb. 1: Brief overview of social media and the different uses of popular platforms
Read: "How the @-Mention Took Over Social Networks" and "How the Feed Changed the Way We Consume Content"
Discussion Question
Quiz on Chapter 1
***Mid-Term Project Proposal Due**

Social Media Campaigns

Week of Feb. 8: The steps in social media marketing strategic planning
Read: Chapter 2 in textbook, "26 Ways to Market Your Business With Tumblr", "5 Tips to Create High-traffic Pinterest Boards", and "Social Media Campaign Strategy"
Discussion Question
Quiz on Chapter 2

Psychology of Social Media

Week of Feb. 15: Social consumers and Generation Like
Read: Chapter 3 in textbook, "I'm 17 and It's All About Brand 'Me'", "Cyberbullying on Social Media Linked to Teen Depression", and "'First!' The people battling for celebrity attention on social media"
My Digital Life Entry: Watch and reflect on *Generation Like*
Discussion Question
Quiz on Chapter 3

Community Management

Week of Feb. 22: Digital communities and social influence

Read: Chapter 4 in textbook, “The Best Times to Post On Social Media”, “6 Brands That Will Have You Rethinking Your Social Media Marketing Strategy”, and “HOW TO: Deal With Negative Feedback in Social Media”
My Digital Life Entry: Negative scenario assignment
Discussion Question
Quiz on Chapter 4

Using Social Media Professionally

Week of Feb. 29: Social community and user participation.
Chapter 5 in textbook, “What Every College Student Should Post on LinkedIn”, “5 Reasons You Need to Be on LinkedIn Even When You Have a Job”, “They Loved Your G.P.A. Then They Saw Your Tweets” and “The Online Activity That’s Keeping You Unemployed”
My Digital Life Entry: LinkedIn profile creation
Discussion Question
Quiz on Chapter 5

Social Media Policies

Week of Mar. 7: Social media policies and freedom of speech
Read: “Creating a Social Media Policy”, “How to Write a Social Media Policy to Empower Employees”, “5 Noteworthy Examples of Corporate Social Media Policies”, “Even if It Enrages Your Boss, Social Net Speech Is Protected” and “Social Media Free Speech Rights Complicated for Workers”
My Digital Life Entry: Social media policy critique
Discussion Question

Crafting Your Online Voice

Week of Mar. 14: Social publishing and branding yourself
Read: Chapter 6 in the textbook, “Five Key Elements in Writing High Quality, Engaging Content”, “Here’s 5 Tips for Branding Yourself on Instagram”, and “How to Write a Professional Bio for Twitter, LinkedIn, Facebook & Google+”
Discussion Question
Quiz on Chapter 6

Social Media and Politics

Week of Mar. 21: How social media shapes politics
Read: “Welcome to the Social Media Election”, “Social Media is Changing the Nature of Political Campaigns”, “How Social Media Has Changed Politics”, and “Cell Phones, Social Media and Campaign 2014”
My Digital Life Entry: iSideWith.com
Discussion Question
***Mid-Term Project Due**

***Extra Credit Opportunity**

Social Entertainment

Week of Mar. 28: Social entertainment
Read: Chapter 7 in textbook, "TV and Social Media: A Second Screen Investigation", "How Social Games Are Changing the World"
Discussion Question
Quiz on Chapter 7

Social Commerce

Week of Apr. 4: Social commerce, ratings, and reviews
Read: Chapter 8 in textbook and "Online Reviews Can Benefit Shoppers and Retailers Alike"
My Digital Life Entry: Writing online reviews
Discussion Question
Quiz on Chapter 8

Social Media Research & Measurement

Week of Apr. 11: Social media for consumer insights
Read: Chapter 9 in textbook, "Why People Unfollow Brands on Social Media", and "How Social Media Moves Consumers From 'Sharing' To 'Purchase'"
My Digital Life Entry: YouTube brand mentions
Discussion Question
Quiz on Chapter 9

Copyright & Privacy Issues

Week of Apr. 18: Copyright and privacy issues
Read: "Understanding Image Copyright", "Social Media and Fair Use: Pinterest as a Case Study", "Privacy issues in Social-Networking Sites" and "Who Really Owns Your Photos in Social Media?"
My Digital Life Entry: Copyright infringement reaction
Discussion Question
***Extra credit opportunity**

Case Studies in Social Media

Week of Apr. 25: Case study exploration
Read: "50 Social Media Case Studies You Should Bookmark"
My Digital Life Entry: About.Me account
Begin working on final paper: project proposal due April 27

Social Media in the Real World

Week of May 2: Social media metrics

Read: Chapter 10 in textbook, “5 Social Media Metrics That Your Business Should Be Tracking” and “A Super-Duper Easy Google Analytics Guide”
Discussion Question
Quiz on Chapter 10

Final Project

Week of May 9:

Wednesday, Friday, May 13: Final papers due
***Extra credit opportunity**