



Instructor:

Name: Professor Randi Alexandra Plake

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Office Hours: By appointment only, through Google Hangouts

Required Texts:

- Tuten, Tracy, L. Social Media Marketing. Third Edition. ISBN-13: 978-1526423870.
- Supplemental readings as assigned (links on Blackboard)

Social Media

COM 120, Fall Semester

Course Overview

In this course, you will analyze a range of social media networks with an emphasis on information flow and public relations. More specifically, you'll explore how to manage an organization's social media presence as it uses this tremendous communication tool to reach out to, listen to and respond to important publics.

You will learn basic social media terms and principles that promote strategic practices of social media. You will also study methods of on-line communication and how social media can be used to strengthen business reputation.

Course Objectives:

- Evaluate major social media platforms and identify the role they play in public relations and communication
- Develop content for various social media platforms
- Apply communication theories to the strategic use of social media

Course Format:

Learning Modules will become available on a Monday at 12:01 a.m. You will have one week to complete the readings and assignments for each Learning Module. Assignments are due every Sunday evening by 11:59 p.m., with the exception of the initial reflection post, which must be completed on Wednesday evening by 11:59 p.m., when applicable.

Grading is based on:

350 points	Reflection Posts (10)
300 points	Quizzes (15)
200 points	Strategic Storytelling Project
100 points	Social Media Mini-projects (4)
<u>50 points</u>	<u>Self-reflection</u>
1,000 points	Total

Class Policies

Make Up Policy:

Reflections, quizzes, mini-projects, and papers can be submitted one week late for partial credit. Students are responsible for keeping track of any missed assignments.

Social Media Account Creation:

Students are required to open accounts on various social media sites. Students may use their real name or develop an anonymous online persona on these accounts.

Additional Syllabus Information:

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

Assignments

Reflections:

Students will show their competence of social media practices by completing short writing assignments. Students will read each other's posts and must publish at least one thoughtful reply to a classmate's post. A supplementary handout further details the assignment.

Mini-projects:

Students will receive hands-on experience by completing four small projects using social media tools. A supplementary handout further details the assignment.

Open Book Quizzes:

There will be 15 multiple choice quiz based on the textbook chapter, assigned readings, and the instructor's lesson.

Papers:

The first paper is a creative storytelling brief. It should be written as a professional piece for a potential client. The second paper is a self-reflection essay, conducted at the end of the course. A supplementary handout further details the assignments.

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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, including lesson PDFs
4. Take the reading quiz
5. Complete the reflection post
6. Comment on someone else's reflection post
7. Complete the mini-project, if applicable

Course Schedule

Course Overview (Week of August 26)

Learn what the class is all about

Read: Assigned articles

Reflection posts

Quiz

Unit 1: Social Media Literacy (Week of September 2)

Brief overview of social media

Read: Chapter 1 in textbook, assigned articles

Quiz

Mini-project #1

Unit 2: Strategic Consumers (Week of September 9)

Consumer behavior in a social media context

Read: Chapter 2 in textbook, assigned articles

Reflection posts

Quiz

Unit 3: The Psychology of Social Media (Week of September 16)

The dark side of social media and *The Rise of the Superstar Vloggers*

Read: Chapter 3 in textbook, assigned articles

Reflection posts

Quiz

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Unit 4: Social Media Strategy (Week of September 23)

The steps in the social media strategic planning process
Read: Chapter 4 in textbook, assigned articles
Reflection posts
Quiz

Unit 5: Planning and Execution (Week of September 30)

The “how-to” components and tactics for implementation
Read: Chapter 5 in textbook, assigned articles
Quiz
Mini-project #2

Unit 6: Social Community (Week of October 7)

Network structure and social influence
Read: Chapter 6 in textbook, assigned articles
Reflection posts
Quiz

Unit 7: Social Media Publishing (Week of October 14)

Social publishing and branding yourself
Read: Chapter 7 in textbook, assigned articles
Quiz
Mini-project #3

Unit 8: Social Entertainment (Week of October 21)

The second screen, social games, and podcasts
Read: Chapter 8 in textbook, assigned articles
Quiz

Unit 9: Social Commerce (Week of October 28)

Social shopping, ratings, and reviews
Read: Chapter 9 in textbook, assigned articles
Reflection posts
Quiz

Unit 10: Social Media Analytics (Week of November 4)

Social media for consumer insights
Read: Chapter 10 in textbook, assigned articles
Quiz
Mini-project #4

Unit 11: Social Media Metrics (Week of November 11)

Measuring the results of social media
Read: Chapter 11 in textbook, assigned readings
Reflection posts
Quiz

Unit 12: Copyright and Privacy Issues (Week of November 18)

Copyright and privacy issues
Read: Assigned articles
Reflection posts
Quiz

Unit 13: Social Media Policies (Week of November 25)

Social media policies and freedom of speech
Read: Assigned articles
Reflection posts
Quiz

Unit 14: Social Media Ethics (Week of December 2)

Ethical issues in social media management
Read: Assigned articles
Reflection posts
Quiz

Unit 15: Finals Week (Week of December 9)

Strategic Storytelling Brief
Self-assessment
Unit 15 assignments are due Friday, December 13 at 11:59 p.m.

