

COM*120 Social Media Spring 2017 Online

Professor: Randi Plake

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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. You will have 2 weeks to complete the readings and assignments for each Learning Module. Assignments are due every other Sunday evening by 11:59 p.m. See course schedule for due dates.

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, including PowerPoints
4. Take the reading quiz
5. Complete the blog post
6. Complete the discussion question

Grading Policy:

400 points	Blog Posts (8)
140 points	Open Book Quizzes (7)
200 points	Discussion Forum Participation (8)
160 points	Midterm: Social Media Discovery Project
<u>100 points</u>	<u>Final Exam</u>
1000 points	Total

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.

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.

Blog:

After reading the assigned materials, students will have the opportunity to show their competence of social media practices by completing 8 short writing assignments on Blackboard. This is the blogging component of the class. All blog posts 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, YouTube, 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 post one comment answering the discussion forum question and post at least one thoughtful reply to a classmate's comment.

Open Book Quizzes:

There will be 7 multi-choice open book/note quizzes throughout the semester. The lowest quiz grade will be dropped. The quizzes are on the chapter and the assigned readings.

Final Exam:

The final exam for this course will be a cumulative multi-choice open book/notes test.

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; mxccdistance@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 Spring 2017

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.

Unit 1: Social Media Overview

Week of Jan. 16: Brief overview of social media and the different uses of popular platforms
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", "10 Moments on Twitter That Will Go Down in History", "How the @-Mention Took Over Social Networks" and "How the Feed Changed the Way We Consume Content"
Discussion Question
Blog Post: A Day in My Digital Life
Quiz #1 (Syllabus & Chapter 1)
***Sign Student Contract and Review Instructor's Contract**
***Choose mid-term project platform by Jan. 29**

Unit 2: Social Media Campaigns & the Psychology of Social Media

Week of Jan. 30: Social media planning and hot button issues
Read: Chapters 2 & 3 in textbook, "26 Ways to Market Your Business With Tumblr", "5 Tips to Create High-traffic Pinterest Boards", "Social Media Campaign Strategy", "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"
Discussion Question
Blog Post: Watch and reflect on *Generation Like*
Quiz #2 (Chapters 2 & 3)

Unit 3: Community Management

Week of Feb. 13: Digital communities, social influence, and user participation
Read: Chapters 4 & 5 in textbook, "The Best Times to Post On Social Media", "6 Brands That Will Have You Rethinking Your Social Media Marketing Strategy", "HOW TO: Deal With Negative Feedback in Social Media", "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"
Discussion Question
Blog Post: LinkedIn profile creation
Quiz #3 (Chapters 4 & 5)

Unit 4: Social Media Policies and Politics

Week of Feb. 27: Freedom of speech and how social media shapes politics
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", "Welcome to the Social Media Election", "Social Media is Changing the Nature of Political Campaigns", "Cell Phones, Social Media and Campaign 2014", "How Social Media Has Changed Politics", "For Election Day Influence, Twitter Ruled Social Media", and "How Social Media Is Ruining Politics"
Discussion Question
Blog Post: Social media policy critique
Quiz #4
***Mid-Term Project Due Mar. 12**

Unit 5: Crafting Your Online Voice

Week of Mar. 13: Social publishing and copyright issues in social media
Read: Chapter 6 in the textbook, "Five Key Elements in Writing High Quality, Engaging Content", "Here's 5 Tips for Branding Yourself on Instagram", "How to Write a Professional Bio for Twitter, LinkedIn, Facebook & Google+", "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?"
Discussion Question
Blog Post: Copyright infringement
Quiz #5 (Chapter 6)
***Extra Credit Opportunity**

Unit 6: Social Entertainment and Social Commerce

Week of Mar. 27: Social entertainment and social commerce
Read: Chapters 7 & 8 in textbook, "TV and Social Media: A Second Screen Investigation", "How Social Games Are Changing the World", "Online Reviews Can Benefit Shoppers and Retailers Alike", and "How Social Media Is Quietly (Yet Radically) Changing The Way We Buy Stuff"
Discussion Question
Blog Post: Writing online reviews
Quiz #6 (Chapters 7 & 8)

Unit 7: Social Media Research & Measurement

Week of Apr. 10: Social media for consumer insights and social media metrics
Read: Chapters 9 & 10 in textbook, "Why People Unfollow Brands on Social Media", "How Social Media Moves Consumers From 'Sharing' To

'Purchase'", "5 Social Media Metrics That Your Business Should Be Tracking" and "A Super-Duper Easy Google Analytics Guide"

Discussion Question

Blog Post: YouTube brand mentions

Quiz #7 (Chapter 9 & 10)

***Extra Credit Opportunity**

Unit 8: Case Studies in Social Media

Week of Apr. 24: Case study exploration

Read: Convince & Convert's Social Media Case Studies

Discussion Question

Blog Post: Case study analysis

Final Exam

Week of May 8: Final exam due on May 12

***Extra credit opportunity**