



#### **Instructor:**

Name: Professor R.A. Plake Email: rplake@mxcc.edu

Office Hours: Tuesdays/Thursdays 9:30-11:30 a.m. through Google Hangouts or

by appointment

# **Required Texts:**

- Tuten, Tracy, L. Social Media Marketing. Second Edition. ISBN-13 9781473913011.
- Supplemental readings as assigned (links on Blackboard)

# **Social Media**

COM\*120, Spring Semester

# **Course Overview**

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:**

- 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
- Have an online presence for their job search

## **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)

50 points Self-reflection

1,000 points Total



# **Class Policies**

### **Make Up Policy:**

Reflections, quizzes, mini-projects, and papers can be submitted one day 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 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 mxcc.edu/catalog/syllabus-policies.

# **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**

# Unit 1: Course Overview (Week of January 21)

Learn what the class is all about Read: Assigned articles Reflection posts Quiz

# Unit 2: Social Media and Society (Week of January 28)

Explore the effects of social media on society Read: Assigned articles Reflection posts

Quiz

# Unit 3: Social Media Literacy (Week of February 4)

Brief overview of social media
Read: Chapter 1 in textbook, assigned articles
Quiz
Mini-project #1

Quiz

# Unit 4: Strategic Social Media (Week of February 11)

The steps in social media marketing strategic planning Read: Chapter 2 in textbook, assigned articles Reflection posts



## Unit 5: The Psychology of Social Media (Week of February 18)

Social consumers and *The Rise of the Superstar Vloggers*Read: Chapter 3 in textbook, assigned articles
Reflection posts
Quiz

# **Unit 6: Group Influence in Social Media (Week of February 25)**

Network structure and social influence Read: Chapter 4 in textbook, assigned articles Reflection posts Quiz

### **Unit 7: Social Community (Week of March 4)**

Community management Chapter 5 in textbook, assigned articles Quiz Mini-project #2

# **Spring Break (Week of March 11)**

No class activities

# **Unit 8: Social Media Policies (Week of March 18)**

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

# **Unit 9: Social Publishing (Week of March 25)**

Social publishing and branding yourself Read: Chapter 6 in textbook, assigned articles Quiz Mini-project #3

# **Unit 10: Social Entertainment (Week of April 1)**

The second screen, social games, and podcasts Read: Chapter 7 in textbook, assigned articles

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### **Unit 10: Social Entertainment (continued)**

Reflection posts Quiz

## Unit 11: Social Media Ethics (Week of April 8)

Ethical challenges of social media Read: Assigned articles Reflection posts Quiz

# **Unit 12: Social Commerce (Week of April 15)**

Social shopping, ratings, and reviews
Read: Chapter 8 in textbook, assigned readings
Reflection posts
Quiz

# Unit 13: Copyright and Privacy Issues (Week of April 22)

Copyright and privacy issues
Read: Assigned articles
Reflection posts
Quiz

# Unit 14: Social Media Research (Week of April 29)

Social media for consumer insights
Read: Chapter 9 in textbook, assigned articles
Quiz
Mini-project #4

# Unit 15: Social Media Metrics (Week of May 6)

Analytics and metrics
Read: Chapter 10 in textbook, assigned articles
Reflection posts
Quiz

# Unit 16: Finals Week (Week of May 13)

Strategic Storytelling Brief