



Social Media

COM*120, Spring Semester

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.

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

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

Quiz



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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

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

