



Middlesex Community College New Media Studies Center Initiative

Course: COM*120 Social Media

*The following New Media course was developed as part of
the New Media Studies Center Initiative TAACCCT Grant*

April 3, 2014

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Middlesex Community College
COURSE PROPOSAL AND CHANGE FORM

Proposed by: John /Shafer & Randi Plake, September 2013

I. Type of Change

Change to Existing Course **New Course**

II. Course Information

Course Description below EXACTLY as it would appear in the catalog description.

COM*120, Social Media (3 credits)

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. Prerequisite: Eligible for ENG 101.

Division Humanities/Arts

Program: Communication

What term would you like this course/change to become effective? Fall 2014

Will the creation of this course have a significant impact on existing courses? Yes **No** *If yes, how?*

III. Justification for New Course or Change to Existing Course

Social Media has rapidly become very popular in our society with platforms like Facebook now exceeding over a billion users. Research shows that social media has become a major communication and marketing tool for businesses and institutions and is beginning to surpass traditional media in importance. The number of job postings requiring social media skills increased 87% between 2011-2012 alone (Wanted Analytics). Because of this demand, many colleges are beginning to add Social Media courses. As a designated leader in media, we need to incorporate this important new medium into our communication and media offerings. This course will ensure that our communication and media graduates are entering the workforce with the appropriate skills needed to succeed. The course may also prove valuable for other majors such as business and marketing. This course is also being proposed as part of new curriculum offerings of the Center for New Media Grant Initiative.

IV. Attach Course Outline and Draft Syllabus

V. Further Course Information (FOR NEW COURSES ONLY)

All Common Course Numbering criteria have been followed in the development of this proposal. See #6 in the instructions for details.

How frequently will the course be offered? once per semester or year, depending on demand

Projected enrollment? 20-24 per semester

Is this a lab or studio course (for Science and Art courses only)? Yes **No** N/A

What are the transfer possibilities of this course?

Social Media was included in the TAP Communication Transfer Pathway proposal so it should automatically transfer to all CSU institutions for communication majors. There are several 4-year institutions now offering Social Media courses, including CCSU, WCSU, UCONN, Quinnipiac, UNH, Fairfield, and Sacred Heart. Quinnipiac has also recently introduced a new certificate in Social Media. As most of these courses are new, no articulation agreements have formally been setup yet, but there is no reason to think our new course should not transfer. For other colleges, it should fulfill a communication elective.

For Occupational Programs: How does your advisory board respond to this proposal? N/A

Financial and Physical Resources: What special rooms, equipment, A/V, library materials, new positions/salaries are needed for this course? If taught by an adjunct, salary for adjunct instructor.

COURSE OUTLINE

	COM*120	Social Media	
Dept. No.	Dept. Abbr.	Course No.	Course Title
			3 Credit(s)
Prepared by			
Humanities/Comm unication Department	John Shafer Randi Plake Faculty	John Shafer Program Coordinator	Donna Bontatibus Division Chairperson
			6/27/13 Date
Reviewed by			
	Department	Division Chairperson	Dean
			Date

<i>Course Description</i>		
<p>COM*120, Social Media (3 credits)</p> <p>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. Prerequisite: Eligible for ENG 101.</p>		
<i>General Objectives of the Course</i>		
<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> • Identify major social media platforms and the role they play • Create content for various social media platforms • Create and maintain a blog using a common blogging platform • Use social media strategically • Have an online presence for their job search 		
<i>Unit Number</i>	<i>Instructional Unit</i>	<i>Specific Objectives of Instructional Unit</i> (The specific objectives reflect the behavioral outcomes, which include what the student will be able to do at the completion of the unit. Evaluation is then to be based on the student's accomplishment of these objectives. Assume that each statement is prefixed with "The student will be able to".)
1	Overview of Social Media	<ul style="list-style-type: none"> • Define and explain social media and different types of platforms • Distinguish differences between traditional and social media • Describe the purpose and function of Twitter and class hash tagging • Explain the purpose and function of blogging • Explain the purpose and types of location-based services • Explain the purpose and types of photo-sharing services

2	<i> Blogging </i>	<p>Set up a blog</p> <ul style="list-style-type: none"> • Create a blog within a class blog roll • Explain the purpose and function of an RSS feed and set one up • Describe appropriate ethical concerns in blogging • Understand and apply best practices for blogging • Use blog search engines and appropriate tools
3	<i> Psychology of Social Media </i>	<ul style="list-style-type: none"> • Describe what inspires people to read a blog post • Explain the motivation behind consumer blogging behavior • Cite case studies on the psychology of social media
4	<i> Crafting Your Online Voice </i>	<ul style="list-style-type: none"> • Write effectively for web sites and blogs • Develop and create a consistent online voice • Publish and distribute online media • Monitor blog responses and rating systems to determine the reputation of a blog
5	<i> Using Social Media Professionally </i>	<ul style="list-style-type: none"> • Describe how social networks play a role in professional life • Use professional social networking tools such as LinkedIn to heighten professional visibility • Become an active member in online communities • Conduct an effective job search using social media
6	<i> Social Media Research </i>	<ul style="list-style-type: none"> • Describe different tools used for social media implementation and monitoring • conduct a social media audit • be familiar with free social media monitoring tools • be able to use analytic and reporting tools such as Facebook Insights • know how to measure social media results
7	<i> Social Media in the Real World </i>	<ul style="list-style-type: none"> • use social media strategically in an internship or job • Describe different careers options in social media • Explain social media organizational models • Use social networking to promote people, products, and services • Know the basics of social content creation • Use appropriate blogging outreach techniques and etiquette
8	<i> Community Management </i>	<ul style="list-style-type: none"> • Describe the basic principles of effective community management • Know and use best practices for community management • Be able to deal with negativity in community interactions • Apply ideals to real-world situations
9	<i> Copyright and ethical Issues </i>	<ul style="list-style-type: none"> • Explain basic copyright laws and ethical concerns relevant to social media • Understand how to use copyright and Creative Commons
10	<i> Privacy Issues </i>	<ul style="list-style-type: none"> • Use different privacy settings on various platforms • Explain the importance of privacy settings • Interpret terms of agreement • set privacy controls on various platforms

11	<i>The Role of Social Media in Journalism, PR and Marketing</i>	<ul style="list-style-type: none">• Explain how social media affects brand, positioning, advertising, journalism, and public relations• Cite case studies of successes and failures in social communications by brands
12	<i>Visual Media Tools</i>	<ul style="list-style-type: none">• Be able to use photography on the web and in other social media tools• Use video-sharing services• Create and use a short simple video for social media