



Middlesex Community College New Media Studies Center Initiative

Course: COM*120 Social Media

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New Media Studies Center Initiative TAACCCT Grant*

September 1, 2014

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Social Media

COM*120, Fall 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:

- 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 and professionally
- Have an online presence for their job search

Grading Policies

Grading is based on:

500 points	Weekly Assignments
250 points	Open Book Quizzes
100 points	Class Participation/Discussion Leader
<u>150 points</u>	<u>Final Project</u>
1000 points	Total

Instructor

Professor Randi Plake

rplake@mxcc.edu

p: 860-343-6921 (w)

Office hours by appointment

Required Texts

Tuten, Tracy, L. *Social Media Marketing*. First Edition. ISBN-10: 0132551799.

Supplemental readings as assigned



Class Policies

Weekly Assignments:

Each student will be responsible for creating and maintaining a public blog on social media on WordPress. Students are expected to publish all weekly assignments to their blog. These activities are posted to students' blogs to show their competence of social media practices. Students may use their real name or develop an anonymous online persona.

All in-class and homework assignments are due on the due dates listed in the course schedule to receive full credit. Late assignments will not be accepted unless extraordinary circumstances warrant.

In this course, students will be required to open social media accounts on Twitter, LinkedIn, Tumblr, and others. Students may use their real name or develop an anonymous online persona on these accounts.

Class Participation/Discussion Leader:

It is important you come to class prepared by reading the assigned book chapter and/or news articles. Additionally, each student will serve one week during the term as a Discussion Leader. Discussion Leaders will be responsible for getting the conversation started in class that week. They will do so by finding news article about social media industry trends and share their thoughts with the class. Major newspapers or web sites such as Mashable, The Huffington Post, and TechCrunch are recommended for news about social media industry trends. A supplementary handout further details the assignment.

Open Book Quizzes:

There will be 10 multi-choice open book quizzes throughout the semester. The lowest quiz grade will be dropped.

Final Project:

There are two options for the final project in this course: creation of a social media campaign or a social media case analysis. Both projects give students the

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opportunity to deepen their knowledge of a particular area or aspect of social media and apply course concepts in a manner that suits their own interests and goals. For the case analysis, students will analyze a social media campaign. For the social media campaign creation, students will choose a real-life client and design a social media campaign. Both projects require a written paper and presentation. A supplementary handout further details the assignments.

Make-Up Policy:

There will be no make-ups for in-class assignments, homework assignments, Discussion Leader, the final project, or quizzes unless arrangements have been made ahead of time. However, the instructor will drop the lowest quiz grade at the end of the semester. There will also be 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.

Cell Phones, Laptops and Tablets:

Please place your phone on vibrate or silent and put it away before you enter the classroom. Feel free to take notes with your laptop or tablet, but do not use it for any non-COM 120 purposes during class time. Students who violate this policy will be not be allowed to use their laptops or tablets in class.

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/





Platforms Used:



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Course Schedule

Week 1: Class Introduction & Expectations

Week 2: Overview of Social Media
Creating social media profiles

Week 3: Blogging
Bloggng & search engine optimization

Week 4: The Role of Social Media
Strategic planning & location-based apps

Week 5: Psychology of Social Media
Social consumers & Generation Like

Week 6: Community Management
Digital communities & social influence

Week 7: Using Social Media Professionally
Social community & LinkedIn

Week 8: Social Media Policies
Social media policies & freedom of speech

Week 9: Crafting Your Online Voice
Social publishing & branding yourself

Week 10: Social Entertainment
Social entertainment

Week 11: Social Commerce
Social commerce & reviews

Week 12: Social Media Research & Measurement
Social media for consumer insights

Week 13: Social Media in the Real World
Social media metrics

Week 14: Copyright & Privacy Issues
Copyright & privacy issues

Week 15: Case Studies in Social Media
Case study/campaign exploration & guest speaker

Week 16: Final Projects