

Syllabus

Course: CMST 5000—ST: Social Media and Communication; Spr, 2014; Sect. 2
Course Times: Tues./Thurs. 3:00-4:15 p.m.
Course Room: Family Life 115

Instructor: Preston Parker, Ph.D.
Email: preston.parker@usu.edu
Office: Eccles Conference Center 108F
Office Hours: by appointment
Google Voice (cell): 661-pparker (772-7537)

Prerequisites:

2.5 overall GPA and Permission of Instructor

Course Objectives:

This course is designed to give students experience in learning and applying the fundamentals in social media usage in communication. This includes areas like organizational communications, public relations, marketing, promotion, team management, branding, interpersonal communication, education, and online reputation management. We will combine in-class discussions with readings and assignments. This is meant to be a very hands-on experience learning the tools and platforms of social media, so come to class with your devices ready to practice.

Reading Materials:

Online: Selected Readings chosen by the students

Expectations:

Readings:

It is expected that students will come to class prepared by having completed assigned readings. The fact that a student is or is not completing the readings will be evident in classroom participation and in the quality of assigned work.

Blogs:

Each student will establish a professional Blog. Students should post their Blog address in the Blog List location in the Facebook Group (see below) before the second day of class. If a new professional Blog needs to be established, it is recommended to use www.blogger.com or www.wordpress.com or www.tumblr.com (though you can use another format if you desire).

If you have a blog already, you can use it, even if you are using it for another class. It is preferable to use a name for a blog that is some amalgam or diminutive of your real name, first and last, (so something like: janedoe) not some code name (so, not something like: princessboy).

Nowadays, every professional needs a web presence and a Blog is a great place to start. Some students may even be "discovered" because of what is posted on their professional Blogs. Students should not mention that they are making a post for a class. Instead they should simply post assignments as if they are any other professional post. In fact, students are welcome to make professional posts to their professional Blog, other than CMST 5000 assignments. And you might link from your online portfolio to your professional blog.

It is recommended to type an assignment in a word processing program (saving regularly and often) and to copy and paste it into the Blog. A time and date stamp will then be automatically applied which will establish when it was posted. **The subject/title/slug of this Blog entry should be the assignment name (in bold on the calendar) to make it easier to find (ex: "Topic: Blogging").**

Blog Comments:

Each student is expected to read at least two of their classmates' assignments and post one comment to each Blog entry that was read. These comments are to be posted outside of class time. They are also required to be posted by 11:59 p.m. the day after the submission of the respective assignment. When posting a Blog comment, students should use their real names when possible, not a username or codename.

Blog comments, in essence, will be the course's easy points to earn. All a student will need to do is post a comment on time to earn full points. Each comment will be worth 5 points.

These comments can be about anything really, i.e. the quality of writing, a critique, corrections, additional ideas, comment on an earlier comment, links to other online articles, etc. Experience has shown that the more thoughtful comments made are, the more likely a student will learn and understand the course material (and, hence, earn a better grade in the course).

The idea in making Blog comments is to enable students to take advantage of Social Learning. Each student can learn from one another. This course encourages students to help each other learn. The instructor would be ecstatic if everyone were to individually earn high marks, especially if from learning together.

Facebook Group:

Class organization, including communication, assignments, and syllabus, will be handled in a Facebook Group (<https://www.facebook.com/groups/CMST5000Spr2014/>). All students should request to join this group, then add their blog info to the Blog List doc. Remember, this group is public, so anyone can review anything.

Cheating:

Simply put, do not do it. You know what it is. The benefits do not out-weigh the costs.

Disabilities

If you have a disability, please have it documented at the Disability Resource Center and the instructor will accommodate you as best possible.

Class Schedule

For the most part the semester will follow a pattern of:

1. Announcing a topic on Thursday for the following week (there are a total of ten of these topics and they are **bolded** on the semester calendar).
2. Students are to find two relevant online readings (articles, blog posts, discussion threads, infographics, etc.) and read them.
3. Students individually post a critique/compare/contrast/commentary of the two online readings to their blogs, which includes links to the two online readings, by class time Tuesday. This post should be between 300-600 words.
4. Students will also make a Twitter post by class time Tuesday which includes four parts: **(1) descriptive text on some kind, (2) the #socmeddiscuss hashtag, (3) at least one other pertinent hashtag, and (4) link to the specific relevant blog post.**
5. On Tuesday the class will discuss the topic.
6. Then, by 11:59 p.m. the following day (Wednesday) students are to post two comments on two others' blog posts for that week (one comment per blog post, on two blog posts).
7. On the following Thursday the class will discuss the topic further, sometimes with an invited guest.

"Tools Time" Discussions

At the beginning of most class sessions, the instructor will announce "tools time". Students are then invited to do a five-second pitch on a tool, platform, feature, or specific use, on which they want to demonstrate and lead a discussion. The instructor will select students for that class session and they will then, individually, lead a 7-10 minute demonstration and discussion on what they pitched.

Requirements for these discussions include: proper understanding of the tool (student should have practiced and researched beforehand); questions for the class to start discussion; responses to questions from the class; and posting the name, date, and tool in the "Tools Time" Discussion File in the Facebook Group. A requirement for the course is for each student to lead two discussions throughout the semester. An additional discussion can be lead for extra credit.

Social Media Club of Cache Valley (SMCCV)

Each student can attend, for extra credit, up to two meetings of the SMCCV throughout the semester and to write a reflection paper for each meeting attended. These reflection papers are one-page single spaced papers sharing what was learned, opinions, thoughts, etc.

Grading Expectations

Each assignment will be graded on *Grammar, Spelling, and Punctuation (mechanics of writing)*; *Writing* (quality of writing); and *Reporting* (how well course content is understood, how well information is gathered and relayed, proper length, and assignment requirements met). Each of these categories will be worth approximately 1/3 of the assignment grade.

Grade Records:

All grades will be posted under Grades in Canvas: <https://canvas.usu.edu>

Grading:

<i>Twitter Posts</i>	80 points	(10x8 points)
<i>Blog Posts</i>	200 points	(10x20 points)
<i>Blog Comments</i>	100 points	(20x5 points)
<i>"Tools Time" Discussion 1 (7-10 mins)</i>	40 points	
<i>"Tools Time" Discussion 2 (7-10 mins)</i>	40 points	
<i>Ten Platform profiles Assignment</i>	60 points	
<i>Invited Guest Reflection paper</i>	50 points	
<i>LinkedIn Profile Assignment</i>	60 points	
<i>Vanity Search Assignment</i>	30 points	
<i>Social Media Case Reflection Assignment 1</i>	30 points	
<i>Social Media Case Reflection Assignment 2</i>	30 points	
<i>Additional Assignments (given throughout semester)</i>	200 points	
<i>Final Learning Reflection paper</i>	<u>80 points</u>	
Total:	1000 points	

Extra Credit:

1. Attend a Social Media Club of Cache Valley meeting and write a one-page reflection paper. 25 points possible
2. Write a second Invited Guest Reflection Paper 15 points possible
3. Write a case summary of a social media use (other than the ones we discuss in class). 20 points possible
4. Lead a third "Tools Time" discussion. 15 points possible

Grade Breakdown:

A	925-1000 points	C	735-764 points
A-	895-924 points	C-	695-734 points
B+	865-894 points	D+	665-694 points
B	835-864 points	D	635-664 points
B-	795-834 points	D-	595-634 points
C+	765-794 points	F	Below 595 points

Semester Calendar (Subject to Change):

Day, Date:	Plans:	Readings and Assignment Deadlines:
Tues., Jan. 7	Intros (Power of Social Media), Syllabus	
Thurs., Jan. 9	Blog List, Facebook Group, Social Media Change Assignment Sheet	Blog Address Posted
Tues., Jan. 14	History of Social Media	Social Media Change Assignment Due
Thurs., Jan. 16	Social Media ARTT FORME, Invited Guest Reflection Paper Assignment Sheet	
Tues., Jan. 21	Topic: Blogging	Blog and Twitter Posts
Thurs., Jan. 23	Topic Discussion, Social Media Case Reflection Assignment 1 Sheet	
Tues., Jan. 28	Topic: Platforms (Facebook, Twitter, Pinterest, LinkedIn, Flickr, YouTube, Google+, Blogs, etc.)	Blog and Twitter Posts
Thurs., Jan. 30	Topic Discussion, LinkedIn Profile Assignment Sheet	Social Media Case Reflection Assignment 1 Due
Tues., Feb. 4	Topic: Location Based Platforms (FourSquare, Facebook, etc.)	Blog and Twitter Posts
Thurs., Feb. 6	Topic Discussion	
Tues., Feb. 11	Topic: Collaborative and Distance Communication Platforms and Tools (Second Life, Skype, wikis, Ustream, etc.)	Blog and Twitter Posts
Thurs., Feb. 13	Topic Discussion, Ten Platform Profiles Assignment Sheet	
Tues., Feb. 18	No Class (Attend Monday Classes)	
Thurs., Feb. 20	Topic Discussion, Vanity Search Assignment Sheet	Ten Platform Profiles Assignment Due
Tues., Feb. 25	Topic: Legal, Policies, and Ethics (privacy, security settings, First Amendment, Open Licensing, company norms, etc.)	Blog and Twitter Posts
Thurs., Feb. 27	Topic Discussion, Social Media Case Reflection Assignment 2 Sheet	LinkedIn Profile Assignment Due
Tues., Mar. 4	Class Cloud Day (class taught via Twitter stream), bring laptops/tablets/mobile device, etc.	Vanity Search Assignment Due
Thurs., Mar. 6	Topic Discussion, Organizational Communication Assignment Sheet	Social Media Case Reflection Assignment 2 Due
Tues., Mar. 11	No Class (Spring Break)	
Thurs., Mar. 13	No Class (Spring Break)	

Tues., Mar. 18	Topic: Organizational Uses (Politics, Government, Small Business, Large Business, Religious, Non-Profit, marketing, etc.)	Blog and Twitter Posts
Thurs., Mar. 20	Topic Discussion	Organizational Communication Assignment Due
Tues., Mar. 25	Topic: Management, platforms, aggregators, analytics, tracking (alerts, URL shorteners, etc.), etc.	Blog and Twitter Posts
Thurs., Mar. 27	Topic Discussion: Invited Guest	
Tues., Apr. 1	Topic: Search Engine Optimization, tagging (words, geotagging, metatagging, etc.), newsrooms, infographics, etc.	Blog and Twitter Posts
Thurs., Apr. 3	Topic Discussion	
Tues., Apr. 8	Topic: Viral Videos, Final Learning Reflection Paper Assignment Sheet	Blog and Twitter Posts
Thurs., Apr. 10	Topic Discussion, Technology Assignment Sheet	
Tues., Apr. 15	Topic: Apps, mobile devices, text messaging, QR Codes, and new technologies	Blog and Twitter Posts
Thurs., Apr. 17	Technology Day	Technology Assignment Due
Tues., Apr. 22	Technology Day	
Thurs., Apr. 24	Topic Discussion	
Tues., Apr. 29	Final: by 5 p.m. handed into instructor	Final Learning Reflection Paper Due, Invited Guest Reflection Paper Due, all extra credit due