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Syllabus: Social Media and Communication

 PRESTON PARKER · SATURDAY, JANUARY 13, 2018

Syllabus

Course: CMST 5000—ST: Social Media and Communication; Spr, 2018;
Sect. 1

Course Times: Wed. 4:30-7:00 p.m.

Course Room: Old Main 119

Instructor: Preston Parker, Ph.D.

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Office Hours: by appointment

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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

Textbook:

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 quantity of assigned work.

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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 or www.wix.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 the Blog entries should be the assignment names to make it easier to find (ex: “Social Media Change” or “Reflection on Social Media Case 1: McDStories”).**

Blog Comments:

For all 12 of the Social Media Case assignments, 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, t

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/CMST5000Spr2018>). 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 case on Wednesday for the following week (there are a total of 12 of these cases).
2. Students are to read the case. They are to also find two relevant online readings (articles, blog posts, discussion threads, infographics, etc.) and read them. These readings must be in addition to any readings already referred to in the case itself.
3. Students individually post a critique/compare/contrast/commentary/reflection of the case to their blogs, which includes links to the two additional online readings, by class time Wednesday. This post should be between 300-600 words.
4. Students will also make a Twitter post by class time Wednesday which includes four parts:
 - (1) descriptive text of some kind**
 - (2) the #soemeddiscuss hashtag**
 - (3) at least one other pertinent hashtag (hashtag hunting is encouraged)**
 - (4) link to the specific relevant blog post on this case (not the blog, but the blog post)**
5. On Wednesday the class will discuss the case, sometimes with an invited guest.
6. Then, by 11:59 p.m. the following day (Thursday) students are to post two comments on two others' blog posts for that week (one comment per blog post, on two blog posts).

"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, app, 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 demo

Requirements for these discussions include: proper understanding of the tool (student would 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.

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://my.usu.edu>

Grading:

<i>Twitter Posts</i>	96 points	(12x8 points)
<i>Social Media Case Blog Posts</i>	240 points	(12x20 points)
<i>Blog Comments</i>	120 points	(24x5 points)
<i>“Tools Time” Discussion 1 (7-10 mins)</i>	40 points	
<i>“Tools Time” Discussion 2 (7-10 mins)</i>	40 points	
<i>Social Media Change Assignment</i>	15 points	
<i>Ten Platform profiles Assignment</i>	60 points	
<i>Vanity Search Assignment</i>	30 points	
<i>LinkedIn Profile Assignment</i>	50 points	
<i>Online Reputation Assignment</i>	50 points	
<i>Organizational Communication Assignment</i>	50 points	
<i>Social Media Professional Interview</i>	50 points	
<i>New Technologies Assignment</i>	15 points	
<i>Invited Guest Reflection paper 1</i>	32 points	
<i>Invited Guest Reflection paper 2</i>	32 points	
<i>Final Learning Reflection paper</i>	<u>80 points</u>	
Total:	1000 points	

Extra Credit:

Lead a third “Tools Time” discussion	15 points possible
Write a second Invited Guest Reflection Paper	25 points possible
Write a case summary of a social media use (other than the ones we discuss in class)	20 points possible

Grade Breakdown:

A	925-1000 points	A-	895-924 points	B+	865-894 points
B	835-864 points	B-	795-834 points	C+	765-794 poin

D- 035-004 points

D- 595-034 points

F- Below 595 points

Semester Calendar (Subject to Change):

Located in the Facebook Group files.

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Save



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