

Introduction to Social Media: Course Syllabus

Introduction to Social Media

COURSE DESCRIPTION:

Have a Facebook account? What about Twitter? Whether you've already dipped your toes in the waters of social media or are still standing on the shore wondering what to make of it all, learning how to interact on various social media platforms is crucial in order to survive and thrive in this age of digital communication. In this course, you'll learn the ins and outs of social media platforms such as Facebook, Twitter, Pinterest, Google+, and more. You'll also discover other types of social media you may not have been aware of and how to use them for your benefit—personally, academically, and eventually professionally as well. If you thought social media platforms were just a place to keep track of friends and share personal photos, this course will show you how to use these resources in much more powerful ways.

Unit 1: Social Media Past and Present

Learning Objectives:

- * **Clearly define social media.**
- * **Communicate a solid understanding of social media and how it has changed over time.**
- * **Identify various types of social media.**
- * **Identify the basic uses of social media.**
- * **Discuss the positive and negative influences of social media on individuals, businesses, and society as a whole.**

ASSIGNMENTS:

Social Media Past and Present: Unit Text Questions	<i>Homework</i>	10 points
Social Media Past and Present: Online Social Media Lab Questions	<i>Homework</i>	10 points
Unit 1 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 1 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 1 Quiz – Social Media Past and Present	<i>Quiz</i>	15 points

Unit 2: The Social Media Giants: Facebook and Twitter

Learning Objectives:

- * **Discuss how Facebook and Twitter have evolved.**
- * **Identify the uses of Facebook and Twitter in personal, academic, and professional realms.**
- * **Identify and use security features for each platform.**
- * **Identify strategies for achieving academic and professional goals using Facebook and Twitter.**

ASSIGNMENTS:

The Social Media Giants: Facebook and Twitter: Unit Text Questions	<i>Homework</i>	10 points
The Social Media Giants: Facebook and Twitter: Online Social Media Lab Questions	<i>Homework</i>	10 points

Unit 2 Discussion Assignment 1	<i>Discussion</i>	5 points
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Unit 2 Discussion Assignment 2	<i>Discussion</i>	5 points
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Unit 2 Quiz – The Social Media Giants: Facebook and Twitter	<i>Quiz</i>	15 points
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Unit 3: Social Media Rising Stars: LinkedIn, Google+, and Pinterest

Learning Objectives:

- * **Discuss how LinkedIn, Google+, and Pinterest have evolved.**
- * **Identify the uses of LinkedIn, Google+, and Pinterest in personal, academic, and professional realms.**
- * **Identify and apply appropriate use guidelines and security features for each network.**
- * **Identify strategies for achieving academic and professional goals using each platform.**

ASSIGNMENTS:

Social Media Rising Stars: LinkedIn, Google+, and Pinterest: Unit Text Questions	<i>Homework</i>	10 points
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Social Media Rising Stars: LinkedIn, Google+, and Pinterest: Online Social Media Lab Questions	<i>Homework</i>	10 points
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Unit 3 Discussion Assignment 1	<i>Discussion</i>	5 points
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Unit 3 Discussion Assignment 2	<i>Discussion</i>	5 points

Unit 3 Quiz – Social Media Rising Stars: LinkedIn, Google+, and Pinterest

Quiz

15 points

Unit 4: The Outcasts of Social Media: Blogs, Videos, Wikis, and More

Learning Objectives:

- * **Identify various types of social media outcasts.**
- * **Discuss the history and evolution of each social media outcast.**
- * **Identify some of the ways each social media outcast is used.**
- * **Identify strategies for implementing each social media outcast.**
- * **Discuss the overall impact the social media outcasts have had on academics, professions, and society in general.**

ASSIGNMENTS:

The Outcasts of Social Media: Blogs, Videos, Wikis, and More: Unit Text Questions

Homework

10 points

The Outcasts of Social Media: Blogs, Videos, Wikis, and More: Online Social Media Lab Questions

Homework

10 points

Unit 4 Discussion Assignment 1

Discussion

5 points

Unit 4 Discussion Assignment 2

Discussion

5 points

Unit 4 Quiz – The Outcasts of Social Media: Blogs, Videos, Wikis, and More

Quiz

15 points

Unit 5: The "Social" of Social Media: How Social Media Can Be Used for Interpersonal Communication

Learning Objectives:

- * Identify the social media platforms best suited for interpersonal communication versus academic or professional communications.**
- * Compare and contrast social media platforms in terms of their interpersonal applications.**
- * Effectively utilize the features of Facebook and Twitter designed for interpersonal communication.**
- * Analyze the effects of Smartphone usage on our social media interactions.**
- * Evaluate the pros and cons of using social media networks for interpersonal communication.**
- * Analyze and evaluate one's own social media use.**
- * Identify and apply safety guidelines when communicating on social media platforms.**

ASSIGNMENTS:

The "Social" of Social Media: How Social Media Can Be Used for Interpersonal Communication: Unit Text Questions	<i>Homework</i>	10 points
The "Social" of Social Media: How Social Media Can Be Used for Interpersonal Communication: Online Social Media Lab Questions	<i>Homework</i>	10 points
Unit 5 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 5 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 5 Quiz – The "Social" of Social Media: How Social Media Can Be Used for Interpersonal Communication	<i>Quiz</i>	15 points

Social Media Midterm Exam**Learning Objectives:**

- * Review information acquired and mastered from this course up to this point.
- * Take a course exam based on material from the first five units in this course (Note: You will be able to open this exam only one time.)

ASSIGNMENT:

Social Media Midterm Exam	<i>Exam</i>	50 points
Midterm Discussion Assignment	<i>Discussion</i>	5 points

Unit 6: Social Media and Marketing Part I**Learning Objectives:**

- * Discuss the evolving role of social media in the marketing industry.
- * Identify and evaluate various social media marketing strategies.
- * Compare and contrast social media marketing strategies in terms of their effectiveness.
- * Determine which social media marketing strategies are best suited for different types of businesses.
- * Identify ways in which social media has changed the marketing field.
- * Make predictions regarding the role social media marketing will play in the future.

ASSIGNMENTS:

Social Media and Marketing Part I: Unit Text Questions	<i>Homework</i>	10 points
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Social Media and Marketing Part I: Online Social Media Lab Questions	<i>Homework</i>	10 points
Unit 6 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 6 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 6 Quiz – Social Media and Marketing Part I	<i>Quiz</i>	15 points

Unit 7: Social Media and Marketing Part II

Learning Objectives:

- * **Develop a product concept for marketing purposes.**
- * **Develop a blogging strategy for marketing the product concept.**
- * **Develop a Facebook campaign for the product concept.**
- * **Develop a Twitter campaign for the product concept.**
- * **Develop a Twitter campaign for the product concept.**

ASSIGNMENTS:

Social Media and Marketing Part II: Unit Text Questions	<i>Homework</i>	10 points
Social Media and Marketing Part II: Online Social Media Lab Questions	<i>Homework</i>	10 points
Unit 7 Discussion Assignment 1	<i>Discussion</i>	5 points

Unit 7 Discussion Assignment 2***Discussion***

5 points

Unit 7 Quiz – Social Media and Marketing Part II***Quiz***

15 points

Unit 8: Social Media and Academics**Learning Objectives:**

- * **Use social media to create a personal online-learning environment.**
- * **Compare and contrast social media tools in terms of their value for academic pursuits.**
- * **Use Twitter to follow academic experts and learn about current trends in a given field of study.**
- * **Develop a classroom Facebook page to collaborate with fellow students.**
- * **Develop criteria to evaluate YouTube videos for their educational value.**
- * **Create an online study group using Google Groups.**
- * **Evaluate the academic usefulness of LinkedIn Groups and LinkedIn Answers.**

ASSIGNMENTS:**Social Media and Academics: Unit Text Questions*****Homework***

10 points

Social Media and Academics: Online Social Media Lab Questions***Homework***

10 points

Unit 8 Discussion Assignment 1***Discussion***

5 points

Unit 8 Discussion Assignment 2***Discussion***

5 points

Unit 8 Quiz – Social Media and Academics
Quiz

15 points

Unit 9: Social Media and the Work Force Part I
Learning Objectives:

- * **Understand the importance of networking with professionals via social networks.**
- * **Use social media to find job leads.**
- * **Understand and implement techniques for securing a job via social media.**
- * **Compare and contrast both sides of the debate of whether you should or should not "friend" a client on non-professional social networks such as Facebook and Google+.**
- * **Use social media to collaborate with colleagues.**
- * **Use social media to keep abreast of the latest trends in your industry.**

ASSIGNMENTS:

Social Media and the Work Force Part I: Unit Text Questions
Homework

10 points

Social Media and the Work Force Part I: Online Social Media Lab Questions
Homework

10 points

Unit 9 Discussion Assignment 1
Discussion

5 points

Unit 9 Discussion Assignment 2
Discussion

5 points

Unit 9 Quiz – Social Media and the Work Force Part I
Quiz

15 points

Unit 10: Social Media and the Work Force Part II

Learning Objectives:

- * **Discuss the importance of building an online personal brand.**
- * **Identify the advantages of having a professional online presence in today's global marketplace.**
- * **Develop a professional persona based on skills, interests, and future career goals.**
- * **Develop a personal blog for the purposes of branding.**
- * **Develop a professional presence on social media platforms such as LinkedIn, Twitter, and Facebook.**
- * **Manage your online reputation.**

ASSIGNMENTS:

Social Media and the Work Force Part II: Unit Text Questions	<i>Homework</i>	10 points
Social Media and the Work Force Part II: Online Social Media Lab Questions	<i>Homework</i>	10 points
Unit 10 Discussion Assignment 1	<i>Discussion</i>	5 points
Unit 10 Discussion Assignment 2	<i>Discussion</i>	5 points
Unit 10 Quiz – Social Media and the Work Force Part II	<i>Quiz</i>	15 points

Social Media Final Exam**Learning Objectives:**

- * Review information acquired and mastered from this course up to this point.
- * Take a course exam based on material from units six to ten in this course – the last five units. (Note: You will be able to open this exam only one time.)

ASSIGNMENT:

Social Media Final Exam	<i>Exam</i>	50 points
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Class Reflection Discussion Assignment	<i>Discussion</i>	10 points

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