MCOM 3351: Social Media Strategies

**Instructor:** Catherin Huh  
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**Phone:** 936-468-1265  
**Office:** BO 302  
**Office Hours:** ZOOM office hours only (ID: 742 594 5499)  
Mon, Wed 12-2 PM; Tue, Thurs 11:30-12:30 PM & By appointment  
**Class Location:** ONLINE  
**Class Times:** ONLINE

**Course Description:**

This course explores how advertising and public relations practitioners can most effectively leverage the power of social media to sell products and control perceptions of a brand.

MCM 351 “Social Media Strategies” (3 Credit Hours)  
The course is taught online for 16 weeks. The course content generally discusses how advertisers and public relations practitioners might most effectively leverage the power of evolving social media platforms to promote products and/or control perception of a brand. The course also teaches students to understand how target audiences utilize social networks.

**Student Learning Outcomes:**

1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.  
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.  
3. Understand the role of media in society.  
4. Comprehend legal and ethical principles relating to media.  
5. Demonstrate the application of media technology, terminology and techniques.

**Social Media Minor PLOS:**

1. Demonstrate the ability to construct and create social media across platforms.  
2. Analyze and apply data relevant to social media.  
3. Demonstrate the application of media technology and terminology to develop social media.  
4. Understand effective visual language and how to apply it to build creative social media.
Required Texts:


Assignments & Grading:

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<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Midterm</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
<td>20%</td>
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<td>Quizzes (4@5%)</td>
<td>20%</td>
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<tr>
<td>Research Report</td>
<td>10%</td>
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<tr>
<td>Research Presentation</td>
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<tr>
<td>Final Paper</td>
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Midterm
You will have one midterm during the 7th week of the course. It will cover the first 4 modules of the course. Your midterm is due Sunday, Oct. 18 @ 11:59pm. More details regarding the format of the midterm will be provided no later than a week before the exam. Makeups or extensions on the midterm will not be given for any reason. It’s your responsibility to remember to log on and take your midterm before the deadline.

Final Exam
Final Exam will cover all content after the midterm. More details regarding the format of the final exam will be provided no later than a week before the exam. Makeups or extensions on the final exam will not be given for any reason. It’s your responsibility to remember to log on and take your final exam before the deadline.

Quizzes
You will have 12 quizzes throughout the course of the semester. Each quiz will assess the material for that week’s module and will be due by that Sunday @ 11:59pm. Quizzes are worth a total of 20% of your grade. Makeups or extensions on quizzes will not be given for any reason. It’s your responsibility to remember to log on and take your quiz each week before the deadline.

Final Paper, Research Report, & Research Presentation
This semester you will work as part of a group to build a social media strategy for a client you will be assigned in class. You and your team will research the client and their competition, evaluate their target audience, and develop a comprehensive strategic plan for social media. More instructions will be provided later in class.
SFA policies

COVID-19 Mask Policy
Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations.

Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Using other’s speeches or preexisting PowerPoint presentations is considered academic dishonesty and will be treated accordingly.

Basically- don’t cheat, I’ll catch you, and then I’ll have to report you- and that’s not fun for anyone.

More Policies

24/7 Rule
If you have questions about a grade you earned on an assignment, I urge you to contact me about it (via email) to set up an appointment to come in and talk about it. I want you to know what you did wrong, and what you did right. However, please observe the 24/7 policy- take 24 hours after receiving a grade to cool off, try to understand your mistakes, and then shoot me an email. Make a plan- don’t just come in and say “I don’t like my grade, it should be higher, change it!” Be ready to explain to me what you did, provide justification for your answer, and for why you think the grade is not reflective of what you believe it should be. You will also have 7 days after a grade is posted to contact me to discuss or dispute it. After those 7 days, all grades will stand as is.

**Late Work & Late Tests**
Late work will not be accepted for any reason. If a group turns in an assignment or project late, all group members will receive a 0. No exceptions.
If you miss a test, you will not be allowed to make it up for any reason.

**BRIGHTSPACE/Brightspace**
All course material will be posted on D2L. Check it, use it. In order to be successful in this course I recommend checking and participating in D2L daily.

**Seeking Help**
If you’re not doing well in class it is in your best interest (and your responsibility) to meet with me as soon as possible!!!! I can only help you before you hand in assignments. I cannot help you once you have handed in an assignment.

**Written work**
I expect all written work to follow APA guidelines- no exceptions. You will need to use APA guidelines for papers in your upper level comm classes, so this is a good opportunity to learn these guidelines. If you have questions about APA see the Purdue Online Writing Lab website (https://owl.english.purdue.edu/owl/resource/560/01/). Papers should also be well written and proofread for typos and style. I know you won’t catch everything (I know I don’t), but put forth a solid effort. If a paper is excessively bad, I reserve the right to return the paper to you ungraded. I will accept a revision, but the assignment will be considered late and you will lose 15 percent for each day it takes you to revise the paper.

**Email and computer work**
We will use electronic mail for class updates. Please read your mail regularly so you can keep up-to-date on upcoming assignments. In some cases, you may find out about changes to the class schedule via email. Let me know if you have any questions about potential changes or email.

**Discussing class content**
When discussing class content it is imperative that your ideas are grounded in credible information. Your job is to approach these topics as if you were a social scientist, which means the information needs to be verified before being released to the public.

**Notification of objectionable material**
It is possible that we will discuss content that you may find objectionable. This could range from information with which you disagree, criticism of certain political figures, or specific content (e.g., violence or sex). Any criticism is non-partisan (both parties do dumb things).

**Tentative nature of this syllabus**
This document represents a draft of the syllabus. Events that transpire over the semester may, and in rare circumstances, require me to modify the syllabus. I will announce the modification in class through BRIGHTSPACE. Ultimately, it is your responsibility to keep up with any such modifications and be aware of current policies, deadlines, etc.