MCOM 3351: Social Media Strategies
Fall 2021 - Online

Instructor: Stephanie Williams-Turkowski
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Office: BO 205
Office Hours: Mon & Wed, 12-2:30 PM (ZOOM available upon request)
Class Location: Online

Course Description:

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

MCM 3351 “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:
Midterm 20%
Quizzes (3 @ 5%) 15%
Participation Assignments 15%
Research Presentation 10%
Research Report 10%
Final Paper 20%

Midterm
You will have one midterm during the 7th week of the course. It will cover the first 4 modules of the course. 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 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.

Final Grade Rounding Policy
I will round final grades with a .5 or higher. I will not raise final grades with a .4 or lower for any reason. I will also not round “9” grades. Therefore, if you make an 89 in the class, do not email me asking if I will bump it to a 90. Unless you make an 89.5 or higher, I will not round.

Tentative Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Reading/Assignment</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug 23 – Aug 29</td>
<td>Syllabus &amp; Course Intro</td>
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<tr>
<td>2</td>
<td>Aug 30 – Sep 5</td>
<td>What is Social Media Strategy?</td>
<td>Reading posted on d2l Discussion 1</td>
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<td>3</td>
<td>Sep 6 – Sep 12</td>
<td>Social media listening</td>
<td>Reading: Ch 1,2 Discussion 2</td>
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<td>4</td>
<td>Sep 13 – Sep 19</td>
<td>Platforms and Advertising Basic</td>
<td>Reading: Ch 4,5 Discussion 3</td>
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<td><strong>Exercise 1 due Sunday @ 11:59 PM</strong></td>
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<td>5</td>
<td>Sep 20 – Sep 26</td>
<td>Connect with Audience</td>
<td>Reading: Ch 6,7 Discussion 4</td>
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<td>6</td>
<td>Sep 27 – Oct 3</td>
<td>Advertising strategies on social media</td>
<td>Reading: Ch 8,9 Discussion 5</td>
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<td>7</td>
<td>Oct 4 – Oct 10</td>
<td>Advertising strategies on social media</td>
<td>Reading: Ch 10, 11 Discussion 6</td>
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<td>8</td>
<td>Oct 11 – Oct 17</td>
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<td><strong>Midterm Due by Sunday @ 11:59 PM</strong></td>
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<td>9</td>
<td>Oct 18 – Oct 24</td>
<td>Advanced strategies on Social Media</td>
<td>Reading: Ch 14 Discussion 7</td>
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<td>10</td>
<td>Oct 25 – Oct 31</td>
<td>Special Topic – Application</td>
<td>Reading: Ch 16, 17</td>
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Policies

**Academic Integrity (4.1):**

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- Using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class;
- The falsification or invention of any information, including citations, on an assigned exercise; and/or
- 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.

Please read the complete policy at [http://www.sfasu.edu/policies/student-academic-dishonesty-4.1.pdf](http://www.sfasu.edu/policies/student-academic-dishonesty-4.1.pdf) It is your responsibility to be aware of academic dishonesty—ignorance is not a defense. When in doubt, consult.

**Withdrawn Grades Semester Grades Policy (5.5)**

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will
automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

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. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Mental Health and Wellness

SFA values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:

- **SFA Counseling Services**
  
  [www.sfasu.edu/counselingservices](http://www.sfasu.edu/counselingservices)
  
  Rusk Building, 3rd Floor
  
  936.468.2401

- **SFA Human Services Counseling Clinic**
  
  [www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp)
  
  Human Services, Room 202
  
  936.468.1041

Crisis Resources:

Burke 24-hour crisis line: 1.800.392.8343

Suicide Prevention Lifeline: 1.800.273.TALK (8255)

Crisis Text Line: Text HELLO to 741-741.

Acceptable Student Behavior:

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the
Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

**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. I do allow one “oops” assignment. It has to be used within a week of the missed assignment.

**BRIGHTSPACE/Brightspace**
All course material will be posted on D2L. Check it, use it. To be successful in this course I recommend checking and participating in D2L daily. We will use electronic mail and notes on the course homepage for class updates. Please read your mail and the course home page regularly so you can keep up-to-date on upcoming assignments. Let me know if you have any questions about potential changes or email.