School of Human Sciences
HMSC 3332.501 CONSUMER ENGAGEMENT IN DIGITAL CHANNELS
Summer I 2021

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<tr>
<th>Instructor:</th>
<th>Course Time:</th>
<th>Prerequisites:</th>
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<tbody>
<tr>
<td>Jamie Cupit, M.S.</td>
<td>Summer I</td>
<td>None</td>
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<tr>
<td>Office:</td>
<td>Course Location:</td>
<td>Office Hours:</td>
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<tr>
<td>EDAN 131</td>
<td>100% Online via D2L...this includes office hours</td>
<td>Monday &amp; Tuesday 10:00-11:00 Via Zoom</td>
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<tr>
<td>Phone:</td>
<td>Credits:</td>
<td>Email:</td>
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<tr>
<td>Office (936) 468-2238</td>
<td>3 hours</td>
<td>For course related issues, please use the e-mail feature in Brightspace in MyCourses</td>
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<td>HMS Office: (936) 468-4502</td>
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I. Course Description:
Rationale, design, delivery and evaluation of professional communications for diverse audiences, instructional interaction, and product promotion. Students in this course receive extensive course content information via online content modules equivalent to 2390 minutes for the six week semester and a final exam. Course activities, in combination with course readings, average a minimum of 5 hours of work in order to be prepared for the course.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
The complete listing of the standards associated with the PLOs, SLOs, assignments, and assessments are located on the PCOE website.

The objectives of this course support the University Mission to be a “comprehensive institution dedicated to excellence in teaching, research, scholarship, creative work, and service. Through the personal attention of our faculty and staff, we engage our students in a learner-centered environment and offer opportunities to prepare for the challenges of living in the global community.”

The objectives of this course also support the James I. Perkins College of Education mission to “prepare competent, successful, caring, and enthusiastic professionals from diverse backgrounds dedicated to responsible service, leadership, social justice, and continued professional and intellectual development in an interconnected global society.” The James I. Perkins College of Education is “committed to proactively recruiting and retaining a diverse faculty, staff, and student population. Through open dialogue, mutual respect, and shared responsibility, faculty, staff, and students will demonstrate an understanding and sensitivity to ethnicity, race, gender, exceptionalities, culture, language/dialect, age, social class, family structure, sexual orientation, religion, and spiritual values in order to enhance the quality of life in a diverse, global community.”

Program Learning Outcomes:
The design of this course supports the School of Human Sciences Program Learning Outcomes (PLOs) listed below:

1. The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) relative to the field of Human Sciences.
2. The student will exhibit the professional behavior (strong communication skills, a professional image, good work ethic, and adequate preparation for employment) expected in the field of Human Sciences.
3. The student will demonstrate competence in his/her field using oral and written forms.

“This is a general education core curriculum course and no specific program learning outcomes for this major are addressed in this course.”

Student Learning Outcomes:
Upon successful completion of this course, the student will:

1. The student will demonstrate competence in his/her specific discipline using oral and written forms
2. Assess human sciences delivery systems and their appropriateness for use with various target audiences
3. Research standards for professional oral and written communication as related to human sciences content and delivery systems
4. Apply knowledge gained through academic specialization areas to professional presentations
5. Demonstrate knowledge of tools, equipment, and supplies used in human sciences and related occupations
6. Evaluate professional presentations by identified standard techniques
7. Relate skills developed in professional communication and presentation to entrepreneurial opportunities
8. Investigate potential audience for human sciences related content
9. Design and create various forms of communication media related to his/her specific discipline
10. Analyze diverse needs of potential audiences
11. Illustrate what is a digital citizen and digital leader

III. Course Assignments, Activities, Instructional Strategies, use of Technology:

This course is delivered entirely online through D2L, with course content, readings, PowerPoint presentations, and links to webpages available within the content modules in D2L. Students will complete a variety of assignments which allow them to create communications for a company or agency they identify in their Student Introductions. This organization should be relevant to the student’s course of study and future profession and will serve as the foundation for all communications created throughout the course. Assignments will include the development of a brochure, press release, and PowerPoint presentation in addition to various activities related to social media (Twitter, Blogs, Facebook, Instagram, YouTube). The student will also complete a comparative analysis of social media use by the company identified in the student introductions.

IV. Evaluation and Assessments (Grading):

Assignments are due at the determined time and are listed in the course syllabus on the calendar. Evaluation and assessment will include assignments listed below. Each student should strive to earn as many points as possible out of the total 570 points. The semester grade is based on a percentage of points earned.

Student Introduction Discussion Post 25 points
Press Release Assignment 50 points
Brochure Assignment 50 points
Oral Communication Observation: Scenario Assignment 50 points
Oral Presentation with PowerPoint 150 points
Email Assignment 20 points
Video-Conference Assignment 75 points
Twitter Assignment 20 points
YouTube Assignment 50 points
Blogpost Assignment 30 points
Comparative Analysis of Social Media Assignment 50 points

TOTAL POINTS 570 points

Grade Percentage: Point Spread
A – 90% and above 570 – 513
B – 89 to 80% 512 – 456
C – 79 to 70% 455 – 399
D – 69 to 60% 398 – 342
F – 59% and below 343 and below

V. Tentative Course Outline/Calendar:

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<thead>
<tr>
<th>Dates/Weeks</th>
<th>Module and Assignments</th>
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<tbody>
<tr>
<td>WEEK 1</td>
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<tr>
<td>May 17 – May 23</td>
<td>Module 1: Introduction</td>
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<td>Student Introduction Discussion Post (25 points) due May 21 by 11:30 pm</td>
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<td>***Use your free time this first week to look ahead at Modules 2 and 3 for research requirements</td>
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<td>WEEK 2</td>
<td>Module 2: Audience Analysis (PR), Concepts, and Objectives</td>
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<td>May 24 – May 30</td>
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<td>Week</td>
<td>Dates</td>
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<td>3</td>
<td>May 31 – June 6</td>
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<td>June 7 – June 13</td>
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<td>June 14 – June 20</td>
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<td>June 21 – June 25</td>
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**VI. Readings (Required and recommended—including texts, websites, articles, etc.):**

There is no required textbook for this course. All readings will be provided to the student from the Instructor through the D2L platform.

**VII. Course Evaluations:**

“Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses taken within the PCOE. Evaluation data is used for a variety of important purposes including:
1. Course and program improvement, planning, and accreditation;
2. Instruction evaluation purposes; and
3. Making decisions on faculty tenure, promotion, pay, and retention.

As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the PCOE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!”

In the Perkins College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

**VIII. Student Ethics and Other Policy Information: Found at [http://www.sfasu.edu/policies/](http://www.sfasu.edu/policies/)**

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**Class Attendance and Excused Absence: Policy 6.7**

Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the
course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports (including the first 12 day attendance report) and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6
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, 936-468-3004 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/

Student Academic Dishonesty: Policy 4.1
Abiding by university policy on academic integrity is a responsibility of all university faculty and students. Faculty members must promote the components of academic integrity in their instruction, and course syllabi are required to provide information about penalties for cheating and plagiarism, as well as the appeal process.

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 on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment;
- 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 one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one’s own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source;
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.

Penalties for Academic Dishonesty
Penalties may include, but are not limited to, reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

Student Appeals
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

Withheld Grades: Policy 5.5
At the discretion of the instructor of record and with the approval of the academic unit head, 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 by the deadline set by the instructor of record, not to exceed one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e., Military Service Activation (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

If a student has been found guilty of academic dishonesty, a grade of “WP” or “WH” may be changed to “WF” at the discretion of the faculty member. In the case of a grade change to “WF”, the course will not count towards the six course drop limit since the student is incurring an academic penalty.
Student Code of Conduct: Policy 10.4
Disruptive Behavior--Interference or disruption of students, faculty, administration, staff, the educational mission, or routine operations of the university is prohibited. Such activity includes, but is not limited to, behavior in a classroom or instructional program that interferes with the instructor or presenter’s ability to conduct the class or program, or the ability of others to profit from the class or program. To remain in the vicinity of activity that is disrupting normal university functions when requested to leave by a university official is prohibited. 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 at SFA.

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.


SFASU 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:
SFASU Counseling Services
www.sfasu.edu/counselingservices
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
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

IX. Other Relevant Course Information:

University Policies and Information---This class will adhere to all applicable university policies. Students should read and be familiar with these policies, found in the course syllabus and on the SFASU website.

Course Participation and Attendance---Attendance and logging into D2L regularly is critical for success in an online course. Students are expected to login to D2L to receive course announcements and email, retrieve posted documents, and check course grades. All assignments must be submitted as specified in the course syllabus. Please do not wait until the last minute to ask questions about assignments that are due…emailing the instructor questions at the last minute could result in questions being unanswered and a missed deadline or poor grade. This course is completed in 6 weeks, which is accelerated. However, that does not mean that there is less course work to complete. You have been assigned the same amount of work that would be required in a normal 8 or 16-week semester. Please use your time within each module wisely.
Assignments---To receive points for an assignment, it must be submitted as instructed, through the D2L Dropbox or as otherwise specified. To receive credit, any work must have the student name prominently displayed. Any work submitted to the instructor for grading must be neat and professionally done, whether instructed to complete it by hand or digitally. Late work will automatically be penalized 5 points, even if it is only minutes late. It is your responsibility to submit your assignments on time...you are allowed adequate time to complete them. Missing work submitted more than one week after its original due date or during dead week will only be eligible for half credit. Absolutely no student work will be accepted after the last scheduled meeting time. In other words...no work may be submitted during finals week.

Exams--- Students must complete the exam/quiz during the time which it is available in D2L. Please note that all exams/quizzes in D2L are timed and once the time expires, you will not be allowed to finish the exam or make any changes. Once the exam/quiz closes, you will no longer have access to it. If you fail to complete the exam during that window of time, you will receive a “0” for the exam/quiz grade.

According to university policy, serious personal illness or death in one’s immediate family are acceptable reasons for an exam to be missed. Zero points will be recorded for an exam when missed for unacceptable reasons. When an acceptable reason arises, to receive points, the student must notify the instructor PRIOR TO THE EXAM and provide written documentation/proof for the reason upon returning to class. Only if these two requirements are met, the grade earned on the final exam will be counted twice to replace the missed exam grade. This procedure applies to missing one exam only. All students must take the final exam at the official university-scheduled final exam time. Any requests for other times for the final exam must be for legitimate reason and must be submitted in writing at least two weeks in advance to allow approval through appropriate university channels. NO MAKE-UP EXAMS ARE OFFERED. Any extenuating circumstances must be discussed individually with the instructor during office hours or by appointment.