MCOM 2351.500 Introduction of Social Media
Summer 2023

Class Meeting Time: Online-1st 5-weeks  Location: ONLINE
Instructor: Janice Cho
Office: BO 206  E-mail: janice.cho@sfasu.edu
Office Hours: Tuesday 1:00-3:30pm / Wednesday 9:00-11:30am

Course Description
This course will provide an overview of social media and information networks for students. It will explain the rise of social media, impact on society and media strategies for engagement.

MCOM 2351 “Introduction to Social Media” (3 credits; fully online) spans 5 weeks. The course contains daily readings, 16 discussion posts and 10 quizzes. These activities average at a minimum of 12-15 hours of work each week to prepare outside of classroom hours.

Student Learning Outcomes
1. Demonstrate strong creativity, ability and writing in creating social media. Analyze the elements that make social media unique.
2. Research social media using libraries, archives, documents, databases and electronic sources.
3. Assess social media campaign effectiveness using at least two media formats in both written and visual form.
4. Demonstrate the ability to work within professional standards and deadlines

Required Text
There is no required textbook for this course. You will, however, be required to read articles, website content, videos, and chapters on D2L during the course of the semester.

Assignments

10 QUIZ  = 10 X 10 = 100 PTS TOTAL
16 DISCUSSIONS = 16 X 5. = 80 PTS TOTAL

TOTAL 180 PTS

It is your responsibility to keep up with your grades and to calculate your current average for your own knowledge.
STUDENTS WITH DISABILITIES (6.1):
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/.

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 (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. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

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 10.4). 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.

MENTAL HEALTH:
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

COURSE REQUIREMENTS:

ATTENDANCE: As this is an online course, physical attendance in a classroom is not required. The entirety of this course will be completed online. However, there are firm deadlines for the course outlined on the Semester Calendar below. I strongly encourage you to log into the course at least every other day. Refer to the Course Design, Interaction, and Tech Support page for information on how much time you should expect to spend on this course each week.

TECHNOLOGY REQUIREMENT: As you have elected to enroll in an online course, it is your responsibility to acquire a consistent, stable, dependable computer and Internet connection with which to complete the assignments for the course by the deadlines indicated on the Semester Calendar. It is not the responsibility of the instructor to provide additional time for assignments or exams or an alternative means of completing the course due to technological issues on your part. Just as it is your responsibility to acquire and maintain adequate transportation to attend a face-to-face course, it is your responsibility to secure the technological means to participate in and complete this course.

GRADING:

EXAMS: During this course you will take 10 quizzes to evaluate your understanding of the material. Quizzes will not be cumulative but rather will test material covered in each module. Once the time limit is up you will be forced to submit what you have done. You will not be able to save answers after the time limit is up. There will be no make-up exam without a university-approved, documented excuse. If you miss an exam, it is your responsibility to contact me within one day of the missed exam to initiate a discussion of if and when you will be allowed to take a make-up exam.
DISCUSSIONS: In a discussion, you must post your own response to the prompt and, if required, respond to other students. "I agree" is not a response to another student that will merit points; this may be how you feel, but it doesn't require much depth of thought on your part. Responses must be substantive and reflect critical thought and engagement with the course material. Feel free to reply to other students' postings with oppositional points of view, but you must speak respectfully. Please remember that the discussion board is an academic environment and should be treated as such; proper grammar and spelling are expected. Though your postings should be of sufficient length to properly answer each question, your grade will be based not on the length of your postings (unless specifically noted) but on your active participation and the content of your messages. Note that while you may not fully understand each module's content, discussions can be a good way to help yourself and your fellow students to make sense of them. Thoughtful, appropriate questions about the content carry value and reflect critical thought.

WRITTEN WORK: All written work will 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 SFA (not Brightspace) 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.

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).

MCOM 2351 Semester Calendar – Summer 2023

Dates may change at the discretion of the instructor. Should a date change be required, it will be announced via D2L.
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<thead>
<tr>
<th>Week</th>
<th>Module</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>Tuesday, May 30</td>
<td>Getting Started</td>
<td>Read syllabus &amp; semester calendar in Getting Started, &amp; all other items.</td>
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<tr>
<td>Module 1</td>
<td>Social Media Overview</td>
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<td></td>
<td>Social Media: Good or Bad?</td>
<td>Discussion 1 &amp; 2 Quiz 1</td>
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<td>Discussion 3 &amp; 4 Quiz 2</td>
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<td>Monday, June 5</td>
<td>Social Media &amp; Identities</td>
<td>Discussion 5 &amp; 6 Quiz 3</td>
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<td>Module 2</td>
<td>Social Media, Adolescence &amp; Bullying</td>
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<td>Discussion 7 &amp; 8 Quiz 4</td>
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<td>Monday, June 12</td>
<td>Social Media Addiction &amp; Mental Illness</td>
<td>Discussion 9 &amp; 10 Quiz 5</td>
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<td>Module 3</td>
<td>Social Media, Sex &amp; Sexuality</td>
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<td>Discussion 11 &amp; 12 Quiz 6</td>
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<td>Monday, June 19</td>
<td>Social Media &amp; Sports</td>
<td>Discussion 13 Quiz 7</td>
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<td>Module 4</td>
<td>Social Media &amp; Social Issues</td>
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<td>Discussion 14 Quiz 8</td>
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<td>Monday, June 26 – 30</td>
<td>Social Media, Politics &amp; Privacy</td>
<td>Quiz 9</td>
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<td>Module 5</td>
<td>Social Media for Business</td>
<td>Quiz 10</td>
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<td>Digital Footprint</td>
<td>Discussion 15 &amp; 16</td>
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Every module will close on Sunday 11:59pm, except for the last week (June 26-30) of Summer 1 Semester.