Intro to Social Media
MCOM-2351

Overview
This course introduces the foundational principles of social media, focusing on best practices for content creation, posting frequency, visual elements, and the underlying mechanics of each strategy. Designed for beginners, it offers a comprehensive overview of popular social media platforms and equips students with the skills to navigate them effectively. Students will explore how social media impacts public relations, marketing, customer service, and other facets of business communication. Additionally, the course examines the key differences between major social media channels, their evolution, and their current and future roles in the business landscape.

Learning Outcomes
Students fully engaging with this class and completing all the assignments successfully will, as a minimum be able to:

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

Course Evaluation & Grading
To get credit for this class, students need to meet the following requirements:

<table>
<thead>
<tr>
<th>Case Discussion</th>
<th>Quizzes</th>
<th>Social Media Certification</th>
<th>Final Exam</th>
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<tr>
<td>30%</td>
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Details will be provided on D2L.

Books / Materials
There is NO required textbook for this course.
Materials and supplementary content will be posted on D2L.
https://bookshelf.vitalsource.com/books/9781529756029

Milestones & Deadlines

July 12, 2024
Student Introductions via D2L + LinkedIn

August 5, 2024
Final Exam Due

August 6, 2024
Social Media Certification
Grading
Each assignment has a score value corresponding to its percentage (e.g., 20% is a score value of 200 points), with a maximum of **1000 points** for the entire course. You have access to your grading information on D2L.

The course outcomes will be assessed through the following mechanisms:

- **Case Discussion (30%)** – This assignment requires reading the assigned case discussion, performing research, and applying course concepts to write a response to the Café conversation weekly. The assignment has **two parts**, each with its own due date.
  
  - By **Thursday**, you are required to share your primary response. Your post should be clearly written.
  
  - By **Sunday**, you should reply to at least two of your classmates’ posts. While it is ok to share your personal opinions and examples in your response, you should be sure to anchor your comments in ideas presented in the course materials.
  
  - Your response should move the conversation forward—do not just restate their post, agree, and say “good job.” The goal of this assignment is to, at least in some ways, recreate the intellectual engagement of a seminar discussion. Your two graded responses should be approximately 150-200 words each. You are, of course, welcome to make additional responses to classmates’ posts if you’d like.

- **Quizzes (30%)** – To enable students to grasp the content of the readings and have a thorough understanding of the course content, there will be a total of 8 quizzes (2 quizzes per week).

- **Social Media Certification (20%)** – Detailed information will be available on D2L.

- **Final Exams (20%)** – Your **Final Exam** (20%) is due **Monday, Aug. 5 @ 11:59 pm**. More details regarding the format of each will be provided no later than a week before the exam. It’s your responsibility to remember to log in and take your Final before the deadline.

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**Grading Scale:**

- **A** (90-100)
- **B** (80-89)
- **C** (70-79)
- **D** (60-69)
- **F** (below 59)

**Some other important points:**

- I expect everyone to give this class their full attention and their full effort. And from my side, I will do everything I can to help you get the best from the class.

- 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.

- Check your SFA email account. All class correspondence will be sent to you via this account.

- Do NOT use **ChatGPT** and **AI** technologies.

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**Teaching Philosophy**

My approach to teaching reflects my experiences with my own teachers and mentors, as well as my belief that learning spaces help explore emerging ideas. Students need to be engaged learners. I subscribe to the Japanese concept of Kaizen or “continuous improvement”. Students can achieve their personal and professional best if they continue to make small changes every day, ultimately leading to substantial positive impacts overtime. The process of continuous improvement demands that students reflect upon their daily routines.
Course policies

Attendance Policy

This course is 100% online: “A distance education course in which 100 percent of the instructional activity takes place when the student(s) and instructor(s) are in separate physical locations. Requirements for on-campus or in-person orientation, testing, academic support services, internships/fieldwork, or other non-instructional activities do not exclude a course from this category” (Texas Higher Education Coordinating Board).

Academic Integrity

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy. Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one's own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.
**Misrepresentation** is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

**Withheld 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 coursework 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 to compute the grade point average. For additional information, go to [https://www.sfasu.edu/policies/course-grades-5.5.pdf](https://www.sfasu.edu/policies/course-grades-5.5.pdf).

**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 promptly may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

**Student Wellness and Well-Being**
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.
If you are experiencing concerns, seeking help, 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.

**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 student’s mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**

**The Dean of Students Office** (Rusk Building, 3rd floor lobby)
[www.sfasu.edu/deanofstudents](http://www.sfasu.edu/deanofstudents)
936.468.7249
dos@sfasu.edu

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

**The Health and Wellness Hub** “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

[www.sfasu.edu/thehub](http://www.sfasu.edu/thehub)
936.468.4008
thehub@sfasu.edu

**Crisis Resources:**

- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- Crisis Text Line: Text HELLO to 741-741

**Late submission of assignments**

Due dates for class assignments are communicated in this syllabus and on D2L. *All assignments are due on Sunday by 11:59 pm via D2L.* For each partial or complete day, an assignment is late, the grade will be lowered by 10%.
At-A-Glance Course Schedule

Below is an approximate schedule of classes. The syllabus is subject to change based on the needs of the class, and events during the semester. You will be kept up to date about any changes.

### July

<table>
<thead>
<tr>
<th>Date</th>
<th>Module (1)</th>
<th>Intro + Syllabus and Course Overview</th>
<th>Social Media Overview</th>
<th>Social Media: Good or Bad?</th>
<th>Due: Sunday at midnight</th>
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<td>Student Introductions</td>
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<td>[Discussion Board + LinkedIn Profile Links]</td>
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<td>Case Discussions 1</td>
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<th>Module (2)</th>
<th>Social Media Engagement</th>
<th>Social Media, Adolescence &amp; Bullying</th>
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<th>Social Media Addiction &amp; Mental Illness</th>
<th>Social Media Influencers</th>
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<th>Social Media &amp; Sports</th>
<th>Social Media Ethics</th>
<th>Case Discussions 7</th>
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### August

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<tr>
<th>Date</th>
<th>Final EXAM</th>
<th>Due by Monday, August 5th @ 11:59 PM</th>
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<tr>
<th>Date</th>
<th>Social Media Certification</th>
<th>Due by Monday, August 6th @ 11:59 PM</th>
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