

Syllabus
COMM 245: Social Media
Fall 2020 Online

Instructor: Morgan Alberts Smith '99

Email: msmith@marybaldwin.edu

Phone: 540-451-0915

Office Hours/Availability: I am available via text or email. I generally respond within 24 hours, if not sooner.

Required Readings:

Will be available on course Canvas

Course Learning Objectives:

By the end of the course students will have the knowledge and skills to implement social media strategies to address a variety of communication challenges. They will:

1. Understand the history of social media;
2. Recognize some usage differences in social network sites around the world.
3. Be able to think critically about the changing relationship between social media, traditional media, journalism, and strategic communication;
4. Think critically about some of the issues relating to social networks and social media;
5. Think critically and entrepreneurially about how to apply trends in social media to your career;
6. Be able to create a plan for the use of those sites as a complement to a specific project;
7. Understand, discuss and write about social media within an ethical framework.
8. Consider the use of the three P's – people, place, and profit – as the basis for decision making, and highlight to them the importance of this progressive way of thinking.

Assignments:

Readings: Students will be expected to utilize Canvas during the semester. Readings and blog discussions will occur on Canvas.

Participation: Students must complete the readings and participate in discussions. All students are encouraged to participate and share their thoughts.

Non-Profit Presentation/Final Exam: Each student will put together a presentation utilizing various social media formats that are discussed during the class. They will create a social media awareness campaign based on a need that they identify for their non-profit. This work will be submitted as a PowerPoint, Prezi, or Google Slides presentation. A short paper will accompany the presentation.

Blog Posts: Students will write two blog posts on a social media topic determined by Professor Smith.

Article Discussion: Students will be asked to lead one discussion about a social media article.

Social Media Presentations: Students will be asked to educate their classmates on two social media platforms of choice.

Midterm: Students will be given a midterm exam to complete which will test knowledge of what has been covered in class lectures and readings. It will be true/false, multiple choice and short essay.

Grading:

Work is evaluated according to collegiate expectations for scholarly performance at the undergraduate level. A grade of "A" shows superior quality of performance and a comprehensive mastery of required work. A grade of "B" indicates good quality of performance in meeting course requirements. A grade of "C" points to satisfactory quality of performance and completion of minimum requirements. A grade of "D" is for work of less than satisfactory quality. A grade of "F" indicates failure. Points are distributed as follows:

Assignments:	Total Points
Final Project	500
Midterm	400
Blog Discussions & Participation	400
Blog Post 1	200
Blog Post 2	200
Article Discussion	100
Social Media Presentation 1	100
<u>Social Media Presentation 2</u>	<u>100</u>
Total	2,000

Note: The instructor reserves the right to alter this syllabus and classroom assignments upon notice to students.

ADA Statement: If you have special needs or concerns, especially needs as addressed by the Americans with Disabilities Act, health issues or family responsibilities that will affect your learning or attendance, please share them with me as soon as possible. Efforts will be made to accommodate your needs.

Accessibility Services: Any student with documented accessibility needs who feels they may need academic accommodations while taking this course, should first contact Dr. Carey Usher, Associate Provost (cusher@marybaldwin.edu, 540-887-7064) or Accessibility@marybaldwin.edu.

The Academic Resource Center: The ARC is your one-stop-shop for writing, math, and all other subject and studentship tutoring. Residential students can meet with tutors virtually or face-to-face in the Center for Student Success, on the first floor of Grafton Library. Online and remote students can work virtually with tutors on papers, assignments, and test-taking strategies. Appointments are scheduled through TutorTrac (tutortrac.marybaldwin.edu). For more information, contact Dr. Carey Usher, Associate Provost (cusher@marybaldwin.edu, 540-887-7064) or ARC@marybaldwin.edu.

Additional Guidelines

1. Please contact me if you have an issue or concern. I am understanding and flexible if you talk with me about problems, concerns, issues, etc., BEFORE they reach crisis stage. I can't help you if I don't know.
2. **Syllabus:** Please read this syllabus cover-to-cover the first day and then use it regularly over the semester.
3. **Respect:** Language that demeans or otherwise is harmful to individuals or groups makes it difficult to learn. In this class we will respect diverse ideas, experiences, values, and communication styles. All comments deserve and will receive respectful hearings. You are not pressured to *agree* with everything others say. You need to *respect* their right to say it.
4. **Readings:** Readings for this course were chosen with care. I will respect your initiatives in discussion; please let me know if you'd like to discuss particular concepts in a reading and I will do our best to see that we do.
5. **Creativity:** Creativity is encouraged and rewarded (which includes the creative application and observation of the concepts discussed). If you have an idea for an activity, assignment, or experience, discuss it with me. I'll try to work it in.

6. **Copies:** You must keep a copy of all assignments for the entire term. If, at any time, I ask for a copy of a writing assignment, you will be able to send a new copy. In the event that you cannot reproduce a copy of your assignment, you are not guaranteed the chance to make up that assignment.
7. **Civility and Etiquette:** Please observe cultural norms of civility.
8. **Academic Honesty:** This is simple. Do not cheat (e.g., use crib notes during a test, ask classmates for answers, lie about an assignment, plagiarize a speech or visual aids, etc.). If discovered, cheating or plagiarism will be reported to the Honor Council as academic dishonesty and the individual will receive an F/Zero on the assignment.

Requirements for Written Work: Communication is a discipline that emphasizes speaking and writing. Written work must include accurate and complete citations of sources and a complete reference list using APA or MLA style.

Week	Topic
Week 1	What is Social Media? Social media vs. traditional media.
Week 2	History of Social Media Social Identity: Are we Changing? Online Identity and Aspects of Identity
Week 3	Social Etiquette: Creating an online persona while maintaining your professionalism and identity. How to handle negative social media/public shaming.
Week 4	Social Media Ethics: What is privacy, ethics, and cyberspace law?
Week 5	Social Media Ethics for Professionals
Week 6	Social media and community: What impact has social media had on civic engagement? Is social media truly creating a community?
Week 7	Social Media & Politics: Has social media made a significant influence in American politics?
Week 8	Social Media & COVID-19
Week 9	MidTerm
Week 10	Social Media in America: The Digital Divide. Net Neutrality. Hot Topics in American social Media
Week 11	Social Media around the world: How do different countries use social media? What other types of social media are out there?
Week 12	Politics and Social Media around the world: What power does social media have in different countries?
Week 13	Social Media in Advertising & Marketing: How advertisers use social media. What are they able to find out about us? Creating and monitoring your brand.
Week 14	Final Project discussion and meetings with professor

Week 15	Final Project finalized and turned in by end of Exams
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