

CMS 117: Intro to Social Media Management

Credit Hours: 3

Scheduled hours per week

Lecture: 3 Lab:0

Other: N/A

Catalog Course Description: Introduction to Social Media is a three-credit survey course that acquaints students with contemporary social media issues by examining the content, theory, and evolution of social media. The course emphasizes the ever changing social media atmosphere and the mass amount of social media outlets available to businesses. The history, development, and current structure of social media are all covered.

Pre-requisites: N/A

Co-requisites: N/A

Course Learning Outcomes:

At the conclusion of Jour 117, students should be able to:

1. Understand the impact and importance of social media in the business world;
2. Understand copyright law in relation to social media, and what is okay to share;
3. Create a successful social media campaign for a community business; and
4. Use social media within the classroom to facilitate communication among class members.

Topics to be studied:

- Writing for social media
- Developing a brand voice
- Story creation and follow-up
- Social media platform usage
- Marketing through social media
- Branding videos
- Social media continuity among channels
- Targeting an audience
- Social media marketing strategies

Relationship of Course to Discipline Learning Outcomes	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	X
Students will demonstrate an ability to evaluate and critique their own and others' communication.	X
Students will exhibit strong listening skills.	X
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	X
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	
Students will exhibit creativity and innovation in the delivery of messages.	X

Students will competently analyze an audience to create effective messages.	X
Students will articulate the role of ethics in media and communication.	X

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	X

Special requirements of the course:

A final group presentation is required of this course.

Additional information:

N/A

Prepared by: Olivia Reeder

Date: 10/15/17

Course Schedule:

Week	Topics to be Covered (Proposed Assessment Measures) More details provided as the course progresses
One	Syllabus coverage and Fake News Lecture (Quiz and discussion) Fake News Social Media Slant (Group assignment)
Two	Social Media Audit and Branding Videos (Assignment and Discussion)
Three	Audience Selection and Target Market (Assignment and Discussion)
Four	Goals and Objectives, Strategies and Tactics (Quiz on assigned podcasts)
Five	Objectives, Strategies and Tactics and SWOT (Quiz on assigned podcasts)

Six	Channels and Instagram (Assignment and Discussion)
Seven	Measurement and Media Buys (Assignment and Discussion)
Eight	Social Media Calendar and Non Profit in Social Media (Assignment and Discussion)
Nine	Completion of Project and Overview of Group Project (Discussion)
Ten	Interviews for Group Project
Eleven	Start Social Media Plan for Group Project (Assignment)
Twelve	Continue Work on Group Project and Defining Market (Assignment)
Thirteen	Check Ins for Group Project (Assignment)
Fourteen	Continue Work on Group Project and Channel Selection (Assignment)
Fifteen	Final Check Ins Before Presentation (Assignment)
Sixteen	Presentations to company (Presentation)
