

CMS 217: Advanced Social Media Management

Credit Hours: 3

Scheduled hours per week

Lecture: 3 Lab:0

Other: N/A

Catalog Course Description: Social Media management is a three-credit survey course that engages students in social media and society issues by developing methods of analysis and critical understanding. The class will draw from a range of sources including cultural studies, media anthropology, and communication theory to understand the impact of social media on today’s world. Copyright law, social media effectiveness, and the analysis of good and bad types of social communication will be covered. Students will develop guidelines for using social media on personal and professional accounts while cultivating, curating, and monitoring those accounts. Students will further develop basic social media and communication skills while learning the landscape and best practices.

Pre-requisites: N/A

Co-requisites: N/A

Course Learning Outcomes:

At the conclusion of Jour 217, 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 multiple podcasts and track those accounts success; and
4. Use social media within the classroom to facilitate communication among class members.

Topics to be studied:

- Writing for podcasting
- Voice
- Story creation and follow-up
- Recording interviews
- Writing scripts
- Infographics for podcasting marketing
- Profiles and feature writing
- Podcasting for an audience
- Citizen journalism
- Podcasting ethics

| Relationship of Course to Discipline Learning Outcomes | |
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| 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 |

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| 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. | |
| Students will articulate the role of ethics in media and communication. | X |

| Relationship of Course to General Education Learning Outcomes: | |
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| 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:

Student must maintain a digital portfolio of all work throughout the semester.

Additional information:

N/A

Prepared by: Olivia Reeder

Date: 10/15/17

Course Schedule

| Dates of Class | Topics to be Covered (Proposed Assessment Measures) More details provided as the course progresses |
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| Week 1 | Syllabi Discussion, Podcasting terminology, writing for audio and podcasting outlines (outline assignment) Podcasting landscape and existing knowledge |
| Week 2 | Introduction to Narrative Podcasting, outline creation (Quiz on assigned podcasts and syllabi) |
| Week 3 | Introduction to Co-Host Podcasting, outline creation (Quiz on assigned podcasts) |
| Week 4 | Introduction to Interview Podcasting, outline creation, citizen journalism (Quiz on assigned podcasts) |

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| Week 5 | Introduction to Fiction Podcasting, outline creation, ethics (Quiz on assigned podcasts) |
| Week 6 | Recording Podcasts process (In-Class Project) |
| Week 7 | Podcast upload process (In-Class Project) |
| Week 8 | Podcast infographic, building buzz, account management (In-Class Project) |
| Week 9 | Narrative Podcasting research, creation, recording (Creation of finished podcast, infographic) |
| Week 10 | Co-Host Podcasting research, creation, recording (Creation of finished podcast, infographic) |
| Week 11 | Recording Catch Up (Check In and Preview of Finished Pieces) |
| Week 11 | Interview Podcasting research, creation, recording (Creation of finished podcast, infographic) |
| Week 12 | Fiction Podcasting writing, creation, recording (Creation of finished podcast, infographic) |
| Week 13 | Fiction Podcasting writing, creation, recording (Creation of finished podcast, infographic) |
| Week 14 | Group listen to selected podcasts (Presentation) |
| Week 15 | Group listen to selected podcasts (Presentation) |
| Week 16 | Final Exam |
