

MJS-1320: SOCIAL MEDIA COMMUNICATION

Cuyahoga Community College

Viewing: MJS-1320 : Social Media Communication

Board of Trustees:

2017-06-29

Academic Term:

Fall 2019

Subject Code

MJS - Media and Journalism Studies

Course Number:

1320

Title:

Social Media Communication

Catalog Description:

Introduces students to blogging, Facebook, Twitter, LinkedIn and other kinds of social media as an important, natural evolution of modern journalism. Examines social media of all kinds and teaches students about using social media for fun and profit. In addition, examines the affects of social media on business, government and politics, and sociological behavior.

Credit Hour(s):

3

Lecture Hour(s):

3

Requisites

Prerequisite and Corequisite

ENG-1010 College Composition I or concurrent enrollment.

Outcomes

Course Outcome(s):

Monitor real-time conversations using social media and online tools.

Essential Learning Outcome Mapping:

Civic Responsibility: Analyze the results of actions and inactions with the likely effects on the larger local and/or global communities.

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

Objective(s):

1. Strategically post blog entries, Facebook and Twitter stories with links to and in conjunction with other social media.
2. Master usage of brief posts to accomplish strategic and tactical objectives.

Course Outcome(s):

Develop a strategic social media plan for a philanthropic, business or social justice cause.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Objective(s):

1. Describe social media channels, identify techniques, and learn engagement principles.
2. Describe the culture and usage of social media channels, and compare and contrast similarities and differences.
3. Experiment with and discuss some social media applications and sites.

Course Outcome(s):

Analyze and evaluate the journalistic and promotional use of social media based on best practices. ##

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.
Civic Responsibility: Analyze the results of actions and inactions with the likely effects on the larger local and/or global communities.
Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Objective(s):

1. Identify and describe social media's impact on journalism, business, society and culture.
2. Identify and discuss criticisms and ethical implications associated with social media.

Methods of Evaluation:

1. Class Participation
2. Written Assignments
3. Blogs
4. Social Media posting assignments
5. Project (Social Media Plan)
6. Personal social media strategy

Course Content Outline:

1. Intro to social media
 - a. Defining social media
 - b. Origins of social media
 - c. Evolution of social media
2. Uses/influences of social media
 - a. Personal
 - b. Professional
 - c. Political
3. History of blogging, initiating a personal blog
 - a. History of Blogging
 - b. Blogging as media influencer
 - c. Types of Blogs
4. Best practices in personal and professional social networks
 - a. Personal vs. Professional
 - b. Corporate and brand social media channels
 - c. Networking through social media
5. Mobile devices and social media platform
 - a. History
 - b. Evolution
 - c. Types and uses, practical and not-so
6. Visibility and promotion of social media content
 - a. Social Media and Journalism
 - b. Politics and Social media
7. Monitoring and participating in social media
 - a. How and why you need social media
 - b. Dos and Dents
8. Social media criticism
 - a. Media literacy
 - b. Facts vs. Opinion
 - c. Engaging the conversation constructively

9. Blogging criticism
 - a. One person's opinion
 - b. Making and refuting an argument
10. Social media professional practices
 - a. Journalism, news, and politics
 - b. Sports and entertainment
 - c. Non-profits and social justice

Resources

Lipschultz, Jeremy. *Social Media Communication, Concepts, Practices, Data, Law, and Ethics*. First. Routledge, 2014.

Ronson. *So You've Been Publicly Shamed*. First. Riverhead Books, 2015.

The editors of the Huffington Post. *The Huffington Post Complete Guide to Blogging*. New York, NY: Simon Schuster, Inc., 2009.

Kelsey, Todd. *Social Media Spaces: From Facebook to Twitter and Everything In Between*. New York, NY: Springer-Verlag, 2010.

Barker, Melissa, Donald I. Barker, Nicholass F. Bormann, and Krista E. Neher. *Social Media Marketing*. 2nd ed. Boston, MA: Cengage Learning, 2016.

Resources Other

Instructor will provide regular updates on social media channels and cultures throughout the semester.

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