**UNIVERSITY** *of*
**West Georgia**.

Other · Other · **Mass Communications**

# Digital Social Media & Society  COMM-3354

Fall 2021   Section E01   3 Credits   08/11/2021 to 12/10/2021   Modified 08/17/2021

## 🖥 Description

An introduction to the foundations, applications, and techniques of digital social media. Opportunities for practical experience developing blogs and other social media content, and exploring the relation of these emerging technologies to traditional mass communication media within society.

### Requisites

Prerequisites:
COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C
Corequisites:

## 👤 Contact Information

### Professor: Kyle Lorenzano , Ph.D.

**Email:** [klorenza@westga.edu](mailto:klorenza@westga.edu)
**Office:** Humanities 149 (Subject to Change!)
**Phone:** 678-839-4933

### Office Hours

PHYSICAL OFFICE HOURS:
Tue/Thu, 9:00 – 11:00 a.m., 12:15 – 3:15 p.m.

VIRTUAL OFFICE HOURS (GOOGLE HANGOUT[1]): Mon/Wed, Noon – 3:00 p.m.

[1] To start a Google Hangouts conversation, sign in to your UWG Gmail account, visit hangouts.google.com, click 'New Conversation' near the top of the page, enter my UWG email (klorenza@westga.edu), and send an invitation to start the call. I will be available to talk via Google Hangouts during the virtual office hours dates/times listed above.

## 🕐 Meeting Times

### 100% Online

All instruction, materials (outside of the required text), and course management will take place online. As such, it is crucial that students regularly check their UWG email *and* CourseDen for regular updates/reminders. Unless otherwise specified by the instructor, weekly lectures on the topics outlined in the course schedule will be posted every Wednesday within CourseDen via a YouTube link. For all other responsibilities and due dates, please consult the course schedule/syllabus in full and email the instructor with any questions or concerns.

## 📕 Materials

### Social media marketing: A strategic approach

**Author:** Barker, M.S, Barker, D.I., Bormann, N.F., Roberts, M.L., & Zahay, D
**Publisher:** Cengage Learning

Edition: 2nd edition

# .ııl Outcomes

Society has experienced profound cultural, political, and economic change as a result of social media. On a more granular level, these changes have profoundly impacted the ways in which we tell stories to each other and the strategies used by communications practitioners to vie for our attention in the digital marketplace. In part, this class will cover the history behind various social media developments and platforms, as well as the particulars of popular social networking sites like Facebook, Twitter, Instagram, Snapchat, etc. However, a primary aim of this course will be to teach students the skills and principles necessary to be informed consumers, producers, and managers of social media content, even as new/old platforms come and go. With a particular emphasis on social media as a tool for professional communications, students will ultimately be responsible for developing a strategic social media marketing plan as a means of putting relevant skills, principles, and theories into practice.

Mass Communications Program Learning Outcomes

- Students will understand concepts and apply theories in the use and presentation of images and information. (ACEJMC Student Learning Outcome #5)
- Students will apply current tools and technologies appropriate for the communications profession in which they work, and understand the digital world. (ACEJMC Students Learning Outcome #12)

# ✔ Evaluation

EVALUATION (out of 1000 points total)

- Syllabus Quiz (25 points)
- Discussion Forum Posts (225 points)
- Exams (300 points)
- Blog (100 points)
- Case Study Evaluation (100 points)
- Social Media Marketing Plan (250 points)

## Breakdown

### GRADING SCALE

A     90 – 100%

B     80 – 89%

C     70 – 79%

D     69 – 60%

F      59% or below

# ⋮≡ Assignments

## Syllabus Quiz (2.5%)

To ensure students have read and comprehended important aspects of the syllabus, a quiz will be administered via CourseDen at the end of the second week of class. This quiz will open at 9:00 a.m. and close later that day at 11:59 p.m. on the date specified in the course schedule. The quiz itself will be timed (30 minutes) and comprised of 10 multiple choice and true/false questions.

## Weekly Discussion Forum Posts (22.5%)

During Weeks 2 – 15, students will be responsible for reading a chapter from the required Barker et al. text and providing a 250-word reaction post on a weekly discussion forum listed on CourseDen. These 250-word posts will be due every Monday by 11:59 p.m. within the weekly discussion forum provided on CourseDen. During Week 16, students' final forum post will take the form of a

reflection post (more details will be provided closer to the end of the semester).

Generally, these posts should meaningfully engage with the text by providing a brief overview of one or more concepts from the reading, then provide some type of critique, questions, and/or commentary relevant to the text. Full points will be awarded to these posts as long as they satisfy all of the aforementioned requirements, but the instructor reserves the right to deduct points in the event these criteria is not met (e.g. posts significantly shorter than 250 words, posts with little to no connection to major themes from the text, etc.).

Along with the 250-word post, students will also be responsible for writing a 150-word response to a classmate's post on the weekly discussion forum[1]. Along with meeting the minimum word count requirement, these replies should meaningfully engage with the ideas or questions mentioned in the original post. **These 150-word posts will be due every Tuesday by 11:59 p.m. within the weekly discussion forum provided on CourseDen**.

[1] The only exception to this being the final forum post in Week 16, where students simply have to answer the questions prompts provided and there is no requirement for a 150-word reply to a classmate's post.

## Exams (30%)

During the semester, three exams will be administered via CourseDen on the dates listed within the course schedule. Each exam is non-cumulative and will cover material from video lectures and assigned textbook chapters directly preceding the exam date. Study guides will be provided on CourseDen no later than one week before the exam date. Unless otherwise specified, all three exams will open at 9:00 a.m. and close at 11:59 p.m. on the dates outlined in the course schedule. Each exam will be timed (1 hour and 15 minutes), contain 33 questions, and be comprised of multiple choice, true/false, and short answer questions.

## Blog (10%)

Students will be responsible for creating a blog of their own on WordPress. The theme of each student's blog should be based around a single topic that is reflective of their professional/career interests, which should be reflected in a series of posts students will be asked to post on their blog. Aside from the actual content within the blog, students' blogs will also be graded on adherence to the best blogging practices covered during the Week 8 lecture and within Chapter 7 from the textbook. Additional assignment directions and a grading rubric will be provided closer to the due date listed in the course schedule.

## Case Study Evaluation (10%)

As a means of apply course principles and in preparation for the final semester project, students will be asked to deliver a 10 – 12-minute presentation via YouTube that both summarizes and critiques a past or existing social media campaign. The campaign in question can fall into the realm of advertising, public relations, advocacy/non-profit, or related fields, so long as social media is the sole or dominant component of the campaign. Along with providing an appropriate level of background/context about the campaign itself, presentations will also be graded on their ability to integrate course concepts from Chapter 15 or any others that speak to best practices for social media use/campaigns. Additional assignment directions and a grading rubric will be provided closer to the due date listed in the course schedule.

## Social Media Marketing Plan (25%)

As part of our final project for the semester, students will be responsible for creating a written proposal for the kind of social media marketing plan discussed in Chapter 15 within the textbook. More details and a grading rubric will be provided closer to the project due date, but students are highly encouraged to take a look at the example marketing plan show in the appendix of the textbook for a better idea of what this project will entail.

## 📅 Schedule

| When | Topic | Notes |
| --- | --- | --- |
| Wk 1: Aug. 11 - 13 | Syllabus/Introductions | Watch Syllabus/Intro video |

| When | Topic | Notes |
|---|---|---|
| Wk 2: Aug. 16 - 20 | Role of Social Media Marketing | - Read Ch. 1<br>- Watch Video Lecture<br>- Syllabus Quiz due Aug. 20 by 11:59 p.m.<br>- Forum Posts due |
| Wk 3: Aug. 23 - 27 | Goals & Strategies | - Read Ch. 2<br>- Watch Video Lecture<br>- Forum Posts due |
| Wk 4: Aug. 30 - Sept. 3 | Target Audiences | - Read Ch. 3<br>- Watch Video Lecture<br>- Forum Posts due |
| Wk 5: Sept. 6 - 10 | Rules of Engagement | - Read Ch. 4<br>- Watch Video Lecture<br>- Forum Posts due |
| Wk 6: Sept. 13 - 17 | Content Creation & Blogging | - Read Ch. 7<br>- Watch Video Lecture<br>- Forum Posts due<br>- Exam 1 due Sept. 17 by 11:59 p.m. |
| Wk 7: Sept. 20 - 24 | Microblogging/Twitter | - Read Ch. 6<br>- Watch Video Lecture<br>- Forum Posts due |
| Wk 8: Sept. 27 - Oct. 1 | Platforms & SNSs | - Read Ch. 5<br>- Watch Video Lecture<br>- Forum Posts due<br>- Blog due Oct. 1 by 11:59 p.m. |
| Wk 9: Oct. 4 - 8 | Video Marketing | - Read Ch. 8<br>- Watch Video Lecture<br>- Forum Posts due<br>- Exam 2 due Oct. 8 by 11:59 p.m. |
| Wk 11: Oct. 11 - 15 | Photo-based Marketing/Instagram | - Read Ch. 9<br>- Watch Video Lecture<br>- Forum Posts due |
| Wk 12: Oct. 18 - 22 | Social Media Marketing Plan | - Read Ch. 15<br>- Watch Video Lecture<br>- Forum Posts due |
| Wk 13: Oct. 25 - 29 | Content Marketing | - Read Ch. 11<br>- Watch Video Lecture<br>- Forum Posts due<br>- Exam 3 due Oct. 29 by 11:59 p.m. |
| Wk 14: Nov. 1 - 5 | Mobile Marketing | - Read Ch. 12<br>- Watch Video Lecture<br>- Forum Posts due<br>- Case Study Evaluation due Nov. 5th by 11:59 p.m. |
| Wk 15: Nov. 8 - 12 | Social Media Monitoring | - Read Ch. 13<br>- Watch Video Lecture<br>- Forum Posts due |

| When | Topic | Notes |
|------|-------|-------|
| Wk 15: Nov. 15 - 19 | Tools of the Trade | - Read Ch. 14<br>- Watch Video Lecture<br>- Forum Posts due |
| Wk 16: Nov. 22 - 26 | THANKSGIVING BREAK (NO CLASS) | THANKSGIVING BREAK (No assigned video lectures or readings) |
| Wk 17: Nov. 29 - Dec. 3 | Wrap-up Week (no assigned readings/video lectures) | - Final Forum Post due Thurs., Dec. 2 (details TBA) |
| Dec. 6 | SOCIAL MEDIA MARKETING PLAN DUE | SOCIAL MEDIA MARKETING PLAN DUE TO COURSEDEN ON MONDAY, DEC. 6TH BY 11:59 PM |

# ✳ Course Policies and Resources

## Late Work

<u>Any assignment submitted late will receive a 10% late deduction per day late</u>. Outside of documented emergencies like a serious illness, death in the family, etc., I will adhere to the policy outlined here. If you have special circumstances, please contact me as soon as you are able to.

## Academic Misconduct

As per university and department policy, all forms of plagiarism, cheating, and academic misconduct are not tolerated. Depending on the severity of the violation, instances of academic misconduct may be dealt with at a departmental and/or university level.

<u>At minimum, the first violation of academic honesty/integrity in this class will result in an automatic zero on the assignment(s) in question and a full letter grade deduction at the end of the semester. Additional violations beyond this first case will result in an automatic failure in the course.</u>

For more information about grounds for academic misconduct and academic integrity, please consult the Student Handbook and Code of Conduct.

## Submission of Assignments/Grades

All assignments or exams must be completed and submitted on the day they are due according to the course schedule and assignment description. Please note that I will try to give you feedback as quickly as possible, but I too can get busy as the semester progresses.

All grades will be posted via CourseDen. Legally I cannot send you final grades via email, so any specific grade inquires must be addressed one-on-one during in-person or virtual office hours.

# ◎ College/School Policies

## Mass Communications Degree Program Learning Outcomes

<u>ACEJMC Professional Values and Competencies</u>: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the UWG Undergraduate Catalog (https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or ACEJMC - Standard 2. Curriculum and Instruction (http://www.acejmc.org/policies-process/nine-standards/).

## 6 X 6 MASS COMM SUCCESS

| | |
|---|---|
| [6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics /coss/mass-communications/assets /pics/6x6_MC_Success_Graphic.JPG)](https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)<br><br>(click to view image) | 1. Freedom of Speech & Press<br>2. History<br>3. Diversity<br>4. Global Impact<br>5. Theory<br>6. Ethics<br>7. Think Critically & Creatively<br>8. Research & Evaluate<br>9. Write Effectively<br>10. Self-Evaluate<br>11. Apply Numbers & Statistics<br>12. Apply Technology |

## Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

## 🏛 Institutional Policies

### Academic Support

**Accessibility Services:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services (https://www.westga.edu/student-services/counseling/accessibility-services.php)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

**Center for Academic Success:** The [Center for Academic Success (http://www.westga.edu/cas/)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

**University Writing Center:** The [University Writing Center (https://www.westga.edu/writing/)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

### Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and

accessibility for the most commonly used sites, as well as technology requirements visit the UWG Online (https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the Online/Off-Campus Student Guide (http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the UWG Cares (http://www.westga.edu /UWGCares/) site. Online counseling (https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

## Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please visit the Office of Community Standards (https://www.westga.edu/administration/vpsa/ocs/index.php) site.

## UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

## Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

## HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu /hb280/additional_information)

You may also visit our website for help with USG Guidance: https://www.westga.edu/police/campus-carry.php (https://www.westga.edu/police/campus-carry.php)

## Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the Counseling Center. Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in Health Services. To report a concern anonymously, please go to UWGcares.

## ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the E.L.L. resource page for more information.

## COVID-19

The health and safety of our students, faculty, and staff remain the University of West Georgia's top priority.

For the most recent information on coronavirus disease (COVID-19) visit:

- UWG's Guidance on Face Coverings (https://www.westga.edu/coronavirus-info/return-to-campus/faq/what-is-the-guidance-on-the-use-of-face-coverings.php)
- Centers for Disease Control and Prevention FAQ (https://www.cdc.gov/coronavirus/2019-ncov/faq.html)
- Georgia Department of Public Health (https://dph.georgia.gov/)

# Additional Items