



Digital Social Media & Society COMM-3354

Fall 2021 Section E02 3 Credits 08/11/2021 to 12/10/2021 Modified 08/14/2021

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

Instructor: Patrick Hadley, Ph.D.

Email: phadley@westga.edu

Phone: 404-919-7349 (Google Voice/Text)

Office Hours

Monday, Wednesday, 10:00 AM to 11:00 AM

Tuesday, Thursday, 2:00 PM to 3:30 PM, (All office hours are online)

Meeting Times

No mandatory synchronous meetings. Optional virtual sessions using Google Meet or Zoom may be scheduled for office hours or group discussions, as needed.

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

ISBN: 978-1-305-50275-8

Supplemental content (e.g., videos and articles) will be assigned that correspond with assigned chapters, as appropriate.

Outcomes

Students will understand concepts and apply theories in the use and presentation of images and information. (*AEJMC Core Competency #5*)

Students will learn to apply current tools and technologies appropriate for the communications profession in which they work and to understand the digital world. (AEJMC Core Competency #12)

✓ Evaluation

Criteria

Type	Weight	Topic	Notes
Orientation Quiz	2%		
Orientation Discussion Post	3%		
Quizzes	15%		15 quizzes x 1% per quiz = 15%
Discussion Posts	30%		15 discussions posts x 2% per quiz = 30%
Social Media Projects	30%		
Social Media Marketing Plan	20%		

Breakdown

Grade	Range	Notes
A	89.5% - 100%	
B	79.5% - 89.49%	
C	69.5% - 79.49%	
D	59.5% - 69.49%	
F	0 - 59.49%	

☰ Assignments

Orientation Quiz

Before you start the Orientation Quiz, you should print and read, in detail, this Course Syllabus and the Course Schedule (which you will find in the Orientation Module). These documents contain the information that you will need to complete the Orientation Quiz.

IMPORTANT: This is the only quiz for which you have unlimited attempts (until the deadline).

Orientation Discussion Post

This initial discussion post inside the Orientation Module will provide your instructor and classmates with information about your background, your interests in school, why you're taking this class, social media applications that you use most commonly and for what purposes, how you think social media will impact your career, and other related issues.

Quizzes

There are quizzes in the CourseDen Quizzes area for each chapter of the course. These quizzes will present multiple-choice and true-false questions based on the chapters from our textbook, as well as any additional assigned content related to that chapter (e.g., articles, videos).

Each quiz consists of 10 questions and will be available for a duration of 30 minutes. You will have two attempts available on each quiz.

Discussion Posts: Chapter Article Summary Post and Reply (CASPAR)

For each chapter in the textbook, you will search for, locate, and summarize an online article or blog post (**published in 2020 or 2021**) that refers to, expands, or updates a topic/company/technology in the chapter that interests you. Create a new post under the discussion topic for that chapter and complete **ALL of the following steps**:

1. Create a new post with a title that is relevant to your topic. For example, in the Video Marketing chapter, you might use the title "TikTok is a thriving learning community" if you were summarizing an article discussing the impact of TikTok on education as an update on the topic of video marketing, even if TikTok is not mentioned in that chapter.
2. Describe the topic/company/technology in the textbook chapter that is of interest to you and explain why you have this interest (25 - 50 words)
3. **Summarize** the article that you found online about your topic/company/technology. (30 - 50 words)
4. Highlight one point from or about the article that you think is the **Most Important Point** (MIP) for your classmates to know (15 - 40 words)
5. Insert a **clickable hyperlink** to the article in your summary so that others can easily find the original article. (NOTE: The hyperlink should be to anchor text that is part of your summary, rather than a long URL that is separate from the text – see below.)
 1. DO THIS: Candace Faktor's [article in Fast Company \(https://www.fastcompany.com/90624117/tiktok-future-of-education-learning\)](https://www.fastcompany.com/90624117/tiktok-future-of-education-learning) notes that TikTok has become an unlikely hub for students and teachers.
 2. NOT THIS: Candace Faktor's article in Fast Company notes that TikTok has become an unlikely hub for students and teachers. <https://www.fastcompany.com/90624117/tiktok-future-of-education-learning> (<https://www.fastcompany.com/90624117/tiktok-future-of-education-learning>)
6. **Reply** to one of your classmates' posts that interests you and describe briefly:
 1. (a) why the topic/company/technology interests you, and
 2. (b) **whether you agree or disagree** with the Most Important Point (MIP) that was identified, **and explain why**. (25 - 40 words)

WARNING - If you move ahead of the readings to complete your chapter summaries and are the first person to post on a particular chapter, remember to return to the discussion later when your classmates have posted in order to find a posting to which you can reply.

Social Media Projects

As you work through the learning modules for each online week, you will come across applied assignments that you will need to complete using a particular social media platform, or as practice developing a component of a social media campaign (e.g., social media calendar or social media plan). Details about these projects will be provided later in the semester.

Social Media Marketing Plan

The final project for the semester will involve creating a written proposal for the kind of social media marketing plan discussed in Chapter 15 of our textbook. Details will be provided closer to the project due date. However, you are encouraged to explore the sample marketing plan presented in the Appendix of our course textbook for an example of what your final project will include.

Schedule

When	Topic	Notes
Wk 1: Aug. 11 - Aug. 15	Orientation	-Read Syllabus and Course Schedule -Orientation Quiz (Deadline: Sun, Aug. 15 at 11:59 pm) -Orientation Discussion Post (Deadline: Sun, Aug. 15 at 11:59 pm)
Wk 2: Aug. 16 - Aug. 23	Role of Social Media Marketing	-Read Ch. 1 and Supplemental Resources -Ch. 1 Quiz (Deadline: Sun., Aug. 22 at 11:59 pm) -Ch. 1 Discussion Post (Deadline: Sun., Aug. 22 at 11:59 pm)

When	Topic	Notes
Wk. 3: Aug. 23 - Aug. 29	Goals and Strategies	-Read Ch. 2 and Supplemental Resources -Ch. 2 Quiz (Deadline: Sun., Aug. 29 [NOT Aug. 22] at 11:59 pm) -Ch. 2 Discussion Post (Deadline: Sun., Aug. 29 [NOT Aug. 22] at 11:59 pm)
Wk 4: Aug. 30 - Sept. 5 (NOTE: Labor Day is Sept. 6th)	Identifying Target Audiences	-Read Ch. 3 and Supplemental Resources -Ch. 3 Quiz (Deadline: Sun., Sept. 5 at 11:59 pm) -Ch. 3 Discussion Post (Deadline: Sun., Sept. 5 at 11:59 pm) NOTE: Post before the weekend if you will be busy on Labor Day Weekend
Wk 5: Sept. 7 - Sept. 12	Rules of Engagement for Social Media	-Read Ch. 4 and Supplemental Resources -Ch. 4 Quiz (Deadline: Sun., Sept. 12 at 11:59 pm) -Ch. 4 Discussion Post (Deadline: Sun., Sept. 12 at 11:59 pm)
Wk 6: Sept. 13 - Sept. 19	Social Media Platforms and SNSs	-Read Ch. 5 and Supplemental Resources -Ch. 5 Quiz (Deadline: Sun., Sept. 19 at 11:59 pm) -Ch. 5 Discussion Post (Deadline: Sun., Sept. 19 at 11:59 pm)
Wk 7: 9/20 - 9/26	Microblogging/Twitter	-Read Ch. 6 and Supplemental Resources -Ch. 6 Quiz (Deadline: Sun., Sept. 26 at 11:59 pm) -Ch. 6 Discussion Post (Deadline: Sun., Sept. 26 at 11:59 pm) **Twitter Project (Deadline: Sun. Sept. 26 at 11:59 pm)
Wk 8: /27 - 10/3	Content Creation and Sharing: Blogging, Streaming Video, Podcasts, Webinars	-Read Ch. 7 and Supplemental Resources -Ch. 7 Quiz (Deadline: Sun., Oct. 3 at 11:59 pm) -Ch. 7 Discussion Post (Deadline: Sun., Oct. 3 at 11:59 pm)
Wk 9-10: 10/5 - 10/17	Video Marketing (Long-Form: YouTube vs. Short-Form: TikTok, YouTube Shorts, IG Reels)	-Read Ch. 8 and Supplemental Resources -Ch. 8 Quiz (Deadline: Sun., Oct. 10 at 11:59 pm) -Ch. 8 Discussion Post (Deadline: Sun., Oct. 10 at 11:59 pm) **Long-Form Video Project (Deadline: Sun. Oct. 17 at 11:59 pm) **Short-Form Video Project (Deadline: Sun. Oct. 17 at 11:59 pm)

When	Topic	Notes
Wk 10: 10/18 - 10/24	Photo-based Marketing/Instagram	-Read Ch. 9 and Supplemental Resources -Ch. 9 Quiz (Deadline: Sun., Oct. 24 at 11:59 pm) -Ch. 9 Discussion Post (Deadline: Sun., Oct. 24 at 11:59 pm)
Wk. 11: 10/25 -10/31	Social Media Marketing Plan	-Read Ch. 15 and Supplemental Resources -Ch. 15 Quiz (Deadline: Sun., Oct. 31 at 11:59 pm) -Ch. 15 Discussion Post (Deadline: Sun., Oct. 31 at 11:59 pm)
Wk 12: Nov. 1 - Nov. 7	Discussion, Social News, Q&A Sites (Ch. 10) AND Content Marketing (Ch. 11)	-Read Ch. 10 and 11 -Complete Ch. 10 and Ch. 11 Quizzes (Deadline: Sun., Nov. 7 at 11:59 pm) -Complete Discussion Posts for both Ch. 10 and Ch. 11 (Deadline: Sun., Nov. 7 at 11:59 pm) **Reddit or Quora Project (Deadline: Sun., Nov. 7 at 11:59 pm)
Wk 13: Nov. 8 - Nov. 14	Mobile Marketing	-Read Ch. 12 and Supplemental Resources -Ch. 12 Quiz (Deadline: Sun., Nov. 14 at 11:59 pm) -Ch. 12 Discussion Post (Deadline: Sun., Nov. 14 at 11:59 pm)
Wk 14: Nov. 15 - Nov. 21	Social Media Monitoring (Ch. 13) AND Tools of the Trade (Ch. 14)	-Read Ch. 13 and Ch. 14 and Supplemental Resources -Ch. 13 and Ch. 14 Quiz (Deadline: Sun., Nov. 21 at 11:59 pm) -Ch. 13 and Ch. 14 Discussion Post (Deadline: Sun., Nov. 21 at 11:59 pm)
Wk 16: Nov. 22 - Nov. 28	Thanksgiving Holiday Week - No Classes	
Wk: 17: Nov. 29 - Dec. 3	Virtual Meetings about Final Project	Virtual meetings related to social media marketing final projects.
Final Project Deadline	Social Media Marketing Project	***Social Media Marketing Project: (Deadline: Sunday, December 5, 2021 at 11:59 pm)

* Course Policies and Resources

Discussions Late Policy

Discussions posted late, but within 24 hours of the deadline, will have the grade reduced by 50 percent. Discussions posted more than 24 hours after the deadline will receive a zero.

Discussions may be made up (with modifications by the instructor) only if you provide written documentation of a medical, family, or related emergency that was outside of your control. You can submit written documentation via a scanned copy of a document forwarded to the instructor via email.

Quizzes Late Policy

There are no extensions on quizzes without documentation of a documented emergency that was outside your control.

Social Media Projects/Marketing Plan Late Policy

Projects posted after the deadline will have the grade reduced by 50 percent. If posted more than 24 hours late, the project will receive a zero.

Late project postings may be permitted without penalty -- at the instructor's discretion -- if you provide written documentation of an extended emergency that was outside your control. Scan or photograph and email written documentation to the instructor for consideration within 24 hours after the deadline.

College/School Policies

Mission

Fair, just, and productive societies require the free flow of news, information, and ideas from communicators of knowledge, skill, and integrity who reflect the diversity of the people they serve. Therefore, the School of Communication, Film, and Media strives to provide high quality academic and experiential learning opportunities to prepare students for successful integration into the global community as industry professionals, leaders, and thinkers in the fields of convergence journalism, digital media and telecommunication, film and video production, and public relations.

Vision

The School of Communication, Film, and Media is committed to empowering students to communicate clearly, act responsibly, think critically, and understand context(s) to enhance their personal, civic, academic, and professional lives, facilitating active participation in an evolving and increasingly diverse society.

Strategic Priorities

Invested Teaching

To inspire and equip students to discover their personal, intellectual, and professional potential through personalized teaching, academic coaching, and career mentoring.

Experiential Learning

To offer students early and on-going multiple and diverse hands-on learning to develop and enhance personal, intellectual, and professional growth.

Connectedness

To serve as the hub that connects and cultivates partnerships among key stakeholders to enhance personal, intellectual, and professional growth. Key stakeholders include administrators, faculty, staff, students, alumni, industry, community, and friends.

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: 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 School is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The School 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 \(https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991\)](https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction \(http://www.acejmc.org/policies-process/nine-standards/\)](http://www.acejmc.org/policies-process/nine-standards/).

6 X 6 MASS COMM SUCCESS

<p>6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)</p> <p>(click to view image)</p>	<ol style="list-style-type: none"> 1. Freedom of Speech & Press 2. History 3. Diversity 4. Global Impact 5. Theory 6. Ethics 7. Think Critically & Creatively 8. Research & Evaluate 9. Write Effectively 10. Self-Evaluate 11. Apply Numbers & Statistics 12. Apply Technology
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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 \(https://uwgonline.westga.edu/\)](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 \(http://uwgonline.westga.edu/online-student-guide.php\)](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 \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](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 \(https://www.westga.edu/administration/vpsa/ocs/index.php\)](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 \(https://www.westga.edu/coronavirus-info/return-to-campus/faq/what-is-the-guidance-on-the-use-of-face-coverings.php\)](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 \(https://www.cdc.gov/coronavirus/2019-ncov/faq.html\)](https://www.cdc.gov/coronavirus/2019-ncov/faq.html)
- [Georgia Department of Public Health \(https://dph.georgia.gov/\)](https://dph.georgia.gov/)

Additional Items
