

# DIGITAL SOCIAL MEDIA AND SOCIETY

COMM 3354 - Online

FALL 2018

**Instructor:** Taylor Bryant (LeQuinta)

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**Office:** Humanities 217

**Office hours:**

Mondays and Wednesdays 9:15 a.m. - 10:45 a.m./12:30 p.m. – 1:30 p.m.

Tuesdays 11 a.m. - 2 p.m. (virtual or by appointment)

**Office phone:** 678.839.4153

## COURSE DESCRIPTION

Students in this course will be introduced to the fundamentals of social media on a strategic level while examining its influence on the success and failure of individual and corporate brands.

***This course will be taught exclusively online.*** Online courses often carry the stereotype of being an “easy A” course. Please make no mistake; an online learning environment is just as rigorous and demanding as a traditional one. Additionally, as a social media course, there may be the perception that simply because you actively use social media for personal use you are a social media guru by today’s standards. This course will require research on current trends, time, effort and an overall awareness and thoughtfulness about social media and the strategy it takes to be successful. It is much more than just pressing the “publish” button.

## REQUIRED TEXT AND SOCIAL MEDIA ACCOUNTS

- Barker, M., Barker, D., Bormann, N., Neher, K., Roberts, M., & Zahay, D. (2017). *Social media marketing: a strategic approach (2nd ed.)*. Cengage Learning.

***\*\*You may order the digital or paperback version of the text\*\****

- During this course, **students are required to use various social media platforms.** Several graded assignments will require the use of accounts using your real name and publicly viewable posts. It is acceptable to create an additional account for this course. However, it is not acceptable to make accounts private or hidden if they are being used for this course. **The student’s real name must be on the account.** You must have at least two public social media accounts for this

course. Please create an Instagram account. You can determine the other account you would like to use.

### **COURSE LEARNING OUTCOMES:**

Upon completing the requirements for this course, students will be able to:

- Effectively write for various social media platforms
- Create an effective social media plan, applying appropriate tools
- Understand and apply marketing skills for personal branding
- Create a comparative analysis for social media accounts
- Describe and create social media marketing strategies

### **DISCUSSION POSTS:**

Your discussions and feedback will be critical in making this course one that is both stimulating and enriching. Posts should be your interpretation of the material and draw upon assigned readings, current events, pop culture and even relevant life experiences. **Your first discussion post is due by Thursday 11:59 p.m. All other responses will be due by Sunday at 11:30 p.m. EST.** See the *Discussion Guidelines* document for posting criteria.

### **QUIZZES:**

Quizzes administered throughout the semester will test your knowledge of the assigned reading and top news stories as they relate to social media engagement and trends. You will be given two attempts to take each quiz. The highest grade will be entered. Additionally, there is a known issue with the Quizzes tool when used in the Chrome browser. Until CourseDen resolves the issue, please use Safari or Firefox to complete quizzes. **Quizzes will be due by Sunday at 11:30 p.m. EST.**

### **BLOG:**

Each student will be required to complete a self-branded creative blog that includes what is learned in class. If you haven't already developed a blog, this is a great opportunity to hone your writing skills and develop your own voice. If you currently have a blog, it will need to be approved by the professor before using it for this course.

### **SOCIAL MEDIA MARKETING PLAN:**

You will select a company with a poor or struggling social media presence. The objective of this assignment will be to create a detailed social media strategy to improve their online reputation, acquire new audiences, maintain existing audience, encourage dialogue and engagement between the organization and their followers, increase traffic to their social media channels, and convert that traffic into economic growth. Some assignments that make up the social media plan will be given and graded before the final plan is due.

### **SCREENCAST PRESENTATION:**

You will be required to give a 15 -minute professional final presentation of your social media plan via Screencast. This presentation should be done as if you're presenting to the CEO or decision-maker of the company you've selected.

**PROFESSIONAL INTERVIEW**

You will be required to interview a social media professional (email or face-to-face) to inquire more about working in the profession, handling social media crises and content creation and curation.

<b>Activity</b>	<b>Weight</b>	<b>Earned</b>
Discussions	100 pts	
Social Media Calendar	50 pts	
Social Media Posts	50 pts	
Quizzes	100 pts	
Blog	100 pts	
Executive Summary	50 pts	
Competitive Analysis	50 pts	
Budget	50 pts	
Social Media Plan	250 pts	
Screencast Presentation	100 pts	
Professional Interview	100 pts	
<b>TOTAL</b>	<b>1000 pts</b>	

**GRADING:**

**NOTE:** All specific due dates and instructions for each of the assignments listed above will be posted in Course Den as the semester progresses.

**GRADING SCALE:**

- A = 1000 - 900
- B = 899 - 800
- C = 799 - 700
- D = 699 - 600
- F = 599 - 0

**NOTE:** The professor reserves the right to modify the course assignment schedule and grading criteria to accommodate scheduling, the needs of the student, and/or unforeseen timing conflict.

### **E-MAILING YOUR PROFESSOR:**

All emails should be sent through CourseDen only for archival purposes. Please do not send emails to my West Georgia email address. Please allow at least 48 hours for me to respond to your email.

### **LATE WORK:**

Late submissions **will not** be accepted. Because this is a junior/senior level course, there will be higher expectations for behavior and coursework. This includes: regularly checking CourseDen for updates and changes, regularly posting to social media accounts being used for class, completion of assignments on time and proper behavior when engaging in discussions.

See me immediately if you have any difficulties with this course. Do not wait until the end of the semester to contact me with problems. I can only help if I know there is a problem before it's too late.

### **ONLINE COURSES**

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide](#).

### **UNIVERSITY SUPPORT SERVICES AND POLICIES]:**

For information regarding university academic support services, online courses, Honor Code, email policy and credit hour policy, click [here](#). You are responsible for reading and understanding the policies set forth in the link.

### **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.

### **ACADEMIC DISHONESTY:**

Academic dishonesty is **not** tolerated. It will result in failure on submissions as well as possible disciplinary sanction(s) in accordance with the academic misconduct policy as stated in the latest [Connection and Student Handbook](#). University of West Georgia [Honor Code](#) defines academic dishonesty as cheating, fabrication, plagiarism and facilitating or allowing academic dishonesty in any academic exercise.

- **Cheating:** Using or attempting to use unauthorized materials, information or study aids.
- **Fabrication:** Falsification or unauthorized invention of any information or citation.

- **Plagiarism:** Representing the words or ideas of another as one's own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

**CourseDen Resources & Technical Support:**

For CourseDen assistance, including tutorials, troubleshooting and online support resources, reference the [Online Student Help](#) link or [Student Guide](#) link. You can also call the UWG Online Help Desk Monday - Friday 8am - 5pm EST at (678) 839-6248 or 1(855)933-8946 (UWGO); or email staff at [online@westga.edu](mailto:online@westga.edu). Additionally, you may contact the [GeorgiaVIEW D2L Help Center](#) for assistance or via its support hotline at 1(855)772-0423.

If you experience technical difficulties, it is very important that you contact UWG Online Help Desk as a first resource or GeorgiaVIEW D2L Help Center after hours. Staff will document your case and verify whether it is a personal or campus technology issue. Personal technology issues do not justify due date extensions; and due dates will be extended only in cases of campus technology issues or cases of unavoidable situations substantiated with documentation. To request an extension for qualified cases, you should e-mail me within two hours of due date. However, if you do not contact UWG Online Help Desk as a first resource or GeorgiaVIEW D2L Help Center after hours, late assignments and exams may not qualify for credit or may be subject to late penalties.