

Course discipline/number/title: COMM 1337: Social Media

A. CATALOG DESCRIPTION

1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. Other requirements: None
5. MnTC Goals (if any): Goal 5/History and the Social and Behavioral Sciences

B. COURSE DESCRIPTION: This course is designed for those seeking to become mass communication specialists in using social media in and for the organization including the integration of social media into marketing strategies, and professionals who need to leverage social media for career success. The course will also cover the personal use of social media. The course utilizes projects that give students hands on experience implementing social media strategies.

C. DATE LAST REVISED (Month, year): December, 2020

D. OUTLINE OF MAJOR CONTENT AREAS:

1. Social media platforms and comparative features
2. Role of social media in the organization
  - a) Brand management
  - b) Advertising and public relations functions
  - c) Customer relationship management with social media.
3. The social media professional
  - a) Planning and authoring social media campaigns
  - b) Social media monitoring and metrics
  - c) Ethics and crisis management with social media
4. The interpersonal use of social media

E. LEARNING OUTCOMES (GENERAL): The student will be able to:

1. List and compare social media markets/platforms.
2. Examine the role of social media in an organization's overall communication strategy.
3. Explore the legal and ethical implications of social media messaging.
4. Integrate message construction with considerations across several platforms
5. Measure the effectiveness of social media campaigns using analytics and metrics.
6. Explain the socio/psychological impact of using social media in professional and personal contexts.

F. LEARNING OUTCOMES (MNTC):

Goal 5/History and the Social and Behavioral Sciences: The student will be able to:

1. Examine social institutions and processes across a range of historical periods and cultures.
2. Use and critique alternative explanatory systems or theories
3. Develop and communicate alternative explanations or solutions for contemporary social issues.

G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:

1. Objective Exams
2. Quizzes
3. Small group discussions
4. Oral presentations
5. Written journals
6. Short essays

H. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s). Communication. Students will communicate appropriately for their respective audiences.

I. SPECIAL INFORMATION (if any): None