

COMM2400 - Social Media Tools and Strategies

Fall 2024 Course Syllabus

Required Materials

·*Social Media: How to Engage, Share, and Connect* by Luttrell, Regina, Rowman & Littlefield, 3rd Edition ISBN: 978-1-5381-1079-9

·Flash drive for storage (2 GB or 4 GB)

Prerequisites: None

Course Description

An introduction to Web 2.0 components such as social network sites, blogs and RSS feeds, wikis, collaboration and virtual teams, media sites, and forums as well as how organizations successfully use these tools in organizations and for communication.

Course Student Objectives

Web 2.0 applications—blogs, wikis, and social networking sites like Facebook and Twitter—facilitate connections and interactions between individuals and groups in ways that were unimaginable just a few years ago. Not just for fun, Web 2.0 is a serious, crucial tool for any organization wanting to prosper in today's—and tomorrow's—world.

1. Define the major components of Web 2.0 and why they are important communication tools to organizations.
2. Illustrate how organizations successfully utilize the major Web 2.0 components such as social network sites, blogs and RSS feeds, wikis, collaboration & virtual teams, media sites, and forums.
3. Demonstrate the successful creation of a sustainable Web 2.0 strategic plan for an organization.
4. Implement the Web 2.0 strategic plan for an organization.

Course Requirements

Web Access: This course requires you to have access to the Internet since some assignments involve use of the Web. In addition, you need an e-mail account that is capable of handling attachments. As a SLCC student you have a MySLCC e-mail account, which is suitable and the preferred e-mail for coursework. If don't use your MySLCC e-mail, you should forward it to an e-

mail account you check frequently. This course will also take advantage of other online tools and strategies.

Assignments: Assignments will consist of activities assigned to you by the instructor for each section of the course. Assignment descriptions and associated rubrics are provided the day each assignment is introduced in class. You will be required to submit your findings in the manner specified by your instructor. Assignments are worth a certain number of points and should be turned in on time. Assignment deadlines are listed on the course calendar but may be modified based on the semester and course needs.

Weekly Social Media and Blog Posts: Each week there will be SM Posts (Facebook) on Wednesday utilizing the Student Media Center outlets. As well as Friday blog posts to the COMM2400 blog that is linked to the globeslcc.com.

Projects: There are FOUR major media assignments during the semester: a social media SWOT analysis, a podcasting assignment (partnered group), a social media graphics creation, and a video assignment for social media.

Preparation/Participation/Attendance: Prior to class discussions, students will need to complete the assigned readings and assignments. It is difficult to participate if you come unprepared to class. Your attendance at class sessions is **required**. Class discussions occur only once, and it is your responsibility to determine the material missed and learn the material when you are absent. Some discussions include in-class activities that cannot be made up. With the rapid changes in technology and media, some information given in class is not in your textbook.

Required Assessments:

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| Weekly Blog Posts | 10.00% |
| Weekly FB Posts | 15.00% |
| Social Media SWOT analysis | 10.00% |
| SM Campaign/Graphics Creation | 10.00% |
| Mid Term Podcast | 15.00% |
| Final Video Assignment | 30.00% |
| Preparation/Participation/Attendance | 10.00% |

TOTAL POSSIBLE

100.00%

Final Grades:

After any adjustments for difficulty and participation, final grades will be assigned according to the following schedule:

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|-------------|-------------|--------------|
| 95-100% = A | 80-83% = B- | 67-69% = D+ |
| 90-94% = A- | 77-79% = C+ | 64-66% = D |
| 87-89% = B+ | 74-76% = C | 60-63% = D- |
| 84-86% = B | 70-73% = C- | Below 60 = E |

Academic Honesty

This course will strictly adhere to the Student Code of Conduct as well as the "Expectations of Academic Honesty" document published by Salt Lake Community College. For further information, refer to the SLCC home page at www.slcc.edu ([Links to an external site.](#)).

SLCC Institutional Syllabus

There is a lot of information about college policies and students services located on the [Institutional Syllabus](#) page.

Important Dates: Fall 2024 (Full-Term)

Full Term 16-Week

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|---------|---|
| Aug. 20 | Classes Begin |
| Aug. 28 | Residency Deadline |
| Aug. 28 | Last Day to Add Classes (Waitlist Ends) |
| Aug. 31 | Tuition Payment Plan Application Deadline with ¼ Down |
| Sept. 2 | Labor Day (No Classes, College Closed) |

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| Sept. 4 | Tuition Due |
| Sept. 10 | Tuition Payment Plan Application Deadline with ½ Down |
| Sept. 10 | Last Day to Drop Classes with 100% Refund (No refunds or adjustments after this date) |
| Oct. 17-18 | Fall Break (No Classes) |
| Oct. 22 | Last Day to Withdraw (No refunds) |
| Nov. 27 | Thanksgiving Holiday (No Classes) |
| Nov. 28-30 | Thanksgiving Holiday (No Classes, College Closed) |
| Dec. 5 | Last Day of Classes |
| Dec. 5 | Last Day to Apply for Fall Graduation |
| Dec. 6 | Reading Day |
| Dec. 7-12 | Final Exams |
| Dec. 13 | Degree Awarding Begins |
| Dec. 18 | Last Day to Initiate an Incomplete Grade Contract |
| Dec. 19 | Grades Available |