CS 57.11 Course Outline as of Fall 2016

CATALOG INFORMATION

Dept and Nbr: CS 57.11   Title: INTRO SOCIAL MEDIA
Full Title: Introduction to Social Media
Last Reviewed: 2/28/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00   Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable
Grading: Grade or P/NP
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:

Catalog Description:
Social Media enables individuals to create, collaborate, and share information with others. Students will explore the possibilities and limitations of social media and will have hands-on experience with several forms of social media technology, such as Facebook, Twitter, blogs, and wikis. Those who complete this course will know how to use social media productively and have a framework for understanding and evaluating new tools and platforms.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Social Media enables individuals to create, collaborate, and share information with others. Students will explore the possibilities and limitations of social media and will have hands-on experience with several forms of social media technology, such as Facebook, Twitter, blogs, and wikis. Those who complete this course will know how to use social media

productively and have a framework for understanding and evaluating new tools and platforms. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

			Effective:	Inactive:
AS Degree:	**Area**			
CSU GE:	**Transfer Area**		Effective:	Inactive:
	D	Social Science	Fall 2019	
IGETC:	**Transfer Area**		Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Spring 2013	Inactive:
UC Transfer:		Effective:		Inactive:

CID:

Certificate/Major Applicable:
Both Certificate and Major Applicable

Approval and Dates

Version:	03	Course Created/Approved:	10/29/2012
Version Created:	11/24/2015	Course Last Modified:	6/4/2022
Submitter:	Donald Laird	Course last full review:	2/28/2022
Version Status:	Approved (Changed Course)	Prereq Created/Approved:	2/28/2022
Version Status Date:	3/14/2016	Semester Last Taught:	Spring 2022
Version Term Effective:	Fall 2016	Term Inactive:	Fall 2022

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Critically evaluate the use of social media, including security, privacy, and ethics.
2. Compare and contrast the purpose and features of different types of social media, including: blogs, social networks, wikis, and photo and video sharing sites.
3. Effectively utilize multiple forms of social media.

Objectives:
Upon completion of the course, students will be able to:
1. Define the purpose and features of different types of social media.
2. Differentiate between different kinds of blogs: blogs, microblogs, videoblogs.
3. Compare features of common blog-hosting services.
4. Create and maintain a blog on a common hosting service.
5. Properly utilize terminology including keyword and categories in order to improve the ability of others to find their social media content.

6. Analyze the security and privacy features of social media sites.
7. Create a wiki in order to collaborate with others on a project.
8. Evaluate the usage of crowdsourcing in order to create community involvement in problem solving.
9. Analyze trends of usage of social media sites.
10. Analyze the impact of social media on society.
11. Work in a team environment to create a social media plan case study.
12. Understand the personal and professional ramifications of information placed on social media.

Topics and Scope:

I. Social Media vs. Traditional Media
    A. Definition and history of social media
    B. Pros and cons of each
II. Social Media Literacy
    A. Terminology
    B. Different types of social media
III. Law and Ethics
    A. Copyright
    B. Privacy and security
    C. Social media etiquette
    D. Impact on society
    E. Consuming media with a critical eye
    F. Ramifications of using social media
IV. Uses for Social Media
    A. Sharing information
    B. Promotion of people, products, and services
    C. Branding and marketing - creating a personal brand/identity
    D. Collaboration
    E. Crowdsourcing
    F. Persuasion
V. Practical Applications
    A. Blogging
    B. Microblogging
    C. Videoblogging
    D. Blog hosting
    E. Really Simple Syndication (RSS) feeds and readers
    F. Social and professional networks
    G. Wikis
    H. Photo and video sharing
    I. Crowdsourcing
VI. Analysis
    A. Trends
    B. Traffic
    C. Effectiveness
VII. Social Media Plan Case Study
    A. Interviewing the subject to determine needs
    B. Brainstorming and sharing expertise within and across teams
    C. Developing a written plan
    D. Evaluating group process and dynamics

Assignment:

1. 20-40 pages of textbook reading per week.
2. Two-page written proposal for creation of a personal or professional blog.
3. Three to five objective tests and final exam.
4. 1-2 website projects.
5. Critique and review of social media websites.
6. Team social media plan case study (4-8 pages).
7. Social media book review oral presentation.
8. 12-14 weekly blog posts of 200-400 words each.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Critiques and reviews, written blog proposal, case study, blog posts	Writing 15 - 40%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Website projects, case study	Problem solving 30 - 45%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Book review presentation	Skill Demonstrations 0 - 5%

Exams: All forms of formal testing, other than skill performance exams.

Three to five objective tests and final exam	Exams 10 - 30%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation	Other Category 0 - 10%

Representative Textbooks and Materials:

Social Media Marketing All-In-One for Dummies (3rd). Zimmerman, Jan; Ng, Deborah. For Dummies: 2015.

OTHER REQUIRED ELEMENTS

STUDENT PREPARATION

Matric Assessment Required:	E	Requires English Assessment
Prerequisites-generate description:	NP	No Prerequisite
Advisories-generate description:	A	Auto-Generated Text
Prereq-provisional:	N	NO
Prereq/coreq-registration check:	N	No Prerequisite Rules Exist
Requires instructor signature:	N	Instructor's Signature Not Required

BASIC INFORMATION, HOURS/UNITS & REPEATABILITY

Method of instruction:	02	Lecture
	72	Internet-Based, Delayed Interaction
	99	Credit by Exam
	71	Internet-Based, Simultaneous Interaction
Area department:	CS	Computer Studies
Division:	72	Arts & Humanities
Special topic course:	N	Not a Special Topic Course
Program status:	1	Both Certificate and Major Applicable
Repeatability:	00	Two Repeats if Grade was D, F, NC, or NP
Repeat group id:		

SCHEDULING

Audit allowed:	Y	Auditable
Open entry/exit:	N	Not Open Entry/Open Exit
Credit by exam:	Y	Credit by examination allowed
Budget code: Program:	0000	Unrestricted
Budget code: Activity:	0701	Computer & Information Science

OTHER CODES

Discipline:	Computer Information Systems	
Basic skills:	N	Not a Basic Skills Course
Level below transfer:	Y	Not Applicable
CVU/CVC status:	Y	Distance Ed, Not CVU/CVC Developed
Distance Ed Approved:	Y	Hybrid (i.e., a mix of face-to-face and technology-based instruction)
Emergency Distance Ed Approved:	Y	Fully Online
Credit for Prior Learning:	N	Agency Exam
	N	CBE
	N	Industry Credentials
	N	Portfolio
Non-credit category:	Y	Not Applicable, Credit Course
Classification:	Y	Career-Technical Education
SAM classification:	C	Clearly Occupational
TOP code:	0702.00	Computer Information Systems
Work-based learning:	N	Does Not Include Work-Based Learning
DSPS course:	N	Not a DSPS Course
In-service:	N	Not an in-Service Course