

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:

AS Degree:	Area	Effective:	Inactive:
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

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.