

# Course Syllabus

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## CS 57.11 - Intro to Social Media Section 1582, Fall 2017 Course Syllabus

### Course 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.

### Student Learning Outcomes

Students will 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.

### Class Meetings

Wednesdays, 6:00-9:00 pm, Maggini Hall 2907

### Instructor Contact

Kerry Rego

Email: [krego@santarosa.edu](mailto:krego@santarosa.edu)

Phone: (707) 548-9823

Office Hours: In person by appointment. Also available via email or Skype.

I do my best to respond to emails within 48 hours, so long as you include the course section number in the subject line of your email.

### Course Web Site

Students will use the Canvas course web site for assignment instructions, submitting assignments, viewing classmates' work, sharing resources, and viewing grades.

### Textbook

*Social Media Marketing All-in-One for Dummies*, 4th edition. Don't let the title fool you - this book has a lot of great information about many forms of social media. You will not need to carry this heavy book to class, though!

You can locate and order textbooks online via the [SRJC Bookstore \(http://bookstore.santarosa.edu/santarosa/home.aspx\)](http://bookstore.santarosa.edu/santarosa/home.aspx).

# Important Dates

Day Class Begins: 8/23/2017

Day Class Ends: 12/13/2017

Last Day to Add without instructor's approval: 8/27/2017

Last Day to Drop with refund: 9/3/2017

Last Day to Add with instructor's approval: 9/10/2017

Last Day to Drop without a 'W' symbol: 9/10/2017

Last Day to Opt for Pass/No Pass: 10/1/2017

Last Day to Drop with a 'W' symbol: 11/19/2017

## Dropping the Class

If you decide to discontinue this course, it is your responsibility to officially drop it. A student may be dropped from any class when that student's absences exceed ten percent (10%) of the total hours of class time. It is strongly advised that if you need to miss more than one class/homework deadline in a row that you contact the instructor to avoid being dropped from the class.

## Attendance

For face-to-face courses, students who fail to attend the first class meeting may be dropped by the instructor. For classes that meet online, students who fail to log on and initiate participation by 11:59 p.m. Pacific Time of the first day of the class may be dropped by the instructor.

## Pass-NoPass (P/NP)

You may take this class P/NP. You must decide before the deadline, and add the option online with TLC or file the P/NP form with Admissions and Records. With a grade of C or better, you will receive a P.

You must file for the P/NP option by 10/1/2017. Once you decide to go for P/NP, you cannot change back to a letter grade. If you are taking this course as part of a certificate program, you can probably still take the class P/NP. Check with a counselor to be sure.

## Instructor Announcements and Q&A Forum

The instructor will post announcements on the "Instructor Announcements" page in Canvas throughout the semester. Canvas notifies students according to their preferred Notification Preferences. A "Q&A Forum" is also available as a pinned Discussion to ask for assistance of your classmates or of the instructor.

## Late Policy

All assignments are due at 11:59 pm Pacific time on the due date. A late submission will receive a 50% penalty. Submissions more than one week late are not accepted without prior arrangement.

## Exams

There will be occasional quizzes, an online midterm, and a final exam. The material comes from the textbook, class lectures, and supplemental materials. If any exam is missed, a zero will be recorded as the score. It is your responsibility to take the exams by the due date.

# Grading Policy

Click the “Grades” link in Canvas to keep track of your grades. I grade once a week and post grades and comments in the Canvas gradebook.

Grades will be assigned as follows:

A	90%
B	80%
C	70%
D	60%

If taking Pass/No Pass you need at least 70% of the total class points and complete the midterm exam and the final exam to pass the class.

## Standards of Conduct

Students who register in SRJC classes are required to abide by the SRJC Student Conduct Standards. Violation of the Standards is basis for referral to the Vice President of Student Services or dismissal from class or from the College. See the [Student Code of Conduct page \(http://www.santarosa.edu/for\\_students/rules-regulations/student-conduct.shtml\)](http://www.santarosa.edu/for_students/rules-regulations/student-conduct.shtml).

Collaborating on or copying of tests or homework in whole or in part will be considered an act of academic dishonesty and result in a grade of 0 for that test or assignment. Students are encouraged to share information and ideas, but not their work. See these links on Plagiarism:

[SRJC Writing Center Lessons on avoiding plagiarism \(http://srjcwrittingcenter.com/research/plagiarism/plagiarism.html\)](http://srjcwrittingcenter.com/research/plagiarism/plagiarism.html)  
[SRJC's statement on Academic Integrity \(http://www.santarosa.edu/polman/3acadpro/3.11P.pdf\)](http://www.santarosa.edu/polman/3acadpro/3.11P.pdf)

## Special Needs

Every effort is made to conform to accessibility standards for all instructor-created materials. Students should contact their instructor as soon as possible if they find that they cannot access any course materials. Students with disabilities who believe they need accommodations in this class are encouraged to contact Disability Resources (707-527-4278).

## Assignments






To see them listed by due date, go to *Modules*.



















## Course Summary:







**Date**

**Details**

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Tue Aug 29, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157563">Quiz 1 - Course Mechanics</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157563">https://canvas.santarosa.edu/courses/25329/assignments/157563</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157562">Week 1 - Introductions</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157562">https://canvas.santarosa.edu/courses/25329/assignments/157562</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157564">Week 1 - Class Forum Posting</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157564">https://canvas.santarosa.edu/courses/25329/assignments/157564</a> )	due by 11:59pm
Tue Sep 5, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157584">Week 2 - Update Wiki Glossary</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157584">https://canvas.santarosa.edu/courses/25329/assignments/157584</a> )	due by 11:59pm
Tue Sep 12, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157587">Week 3 - Article Reviews</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157587">https://canvas.santarosa.edu/courses/25329/assignments/157587</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157585">Week 3 - Blog Proposals</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157585">https://canvas.santarosa.edu/courses/25329/assignments/157585</a> )	due by 11:59pm
Tue Sep 19, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157588">Week 4 - Blog Post Ideas</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157588">https://canvas.santarosa.edu/courses/25329/assignments/157588</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157586">Week 4 - Create a Blog</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157586">https://canvas.santarosa.edu/courses/25329/assignments/157586</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157589">Week 4 - RSS Reader</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157589">https://canvas.santarosa.edu/courses/25329/assignments/157589</a> )	due by 11:59pm
Tue Sep 26, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157595">Quiz 2 - Wikis, Blogs, Twitter</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157595">https://canvas.santarosa.edu/courses/25329/assignments/157595</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157592">Week 5 - Blog Comments</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157592">https://canvas.santarosa.edu/courses/25329/assignments/157592</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157594">Week 5 - Blog Posts</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157594">https://canvas.santarosa.edu/courses/25329/assignments/157594</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157591">Week 5 - Twitter Account</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157591">https://canvas.santarosa.edu/courses/25329/assignments/157591</a> )	due by 11:59pm
Tue Oct 3, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157597">Week 6 - Blog Comments</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157597">https://canvas.santarosa.edu/courses/25329/assignments/157597</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157596">Week 6 - Blog Posts</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157596">https://canvas.santarosa.edu/courses/25329/assignments/157596</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157598">Week 6 - Blog Status Check</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157598">https://canvas.santarosa.edu/courses/25329/assignments/157598</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157599">Week 6 - Tweets</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157599">https://canvas.santarosa.edu/courses/25329/assignments/157599</a> )	due by 11:59pm

Tue Oct 10, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157602">Week 7 - Blog Critique</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157602">https://canvas.santarosa.edu/courses/25329/assignments/157602</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157600">Week 7 - Blog Posts</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157600">https://canvas.santarosa.edu/courses/25329/assignments/157600</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157603">Week 7 - Facebook Page</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157603">https://canvas.santarosa.edu/courses/25329/assignments/157603</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157604">Week 7 - Facebook Page Analysis</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157604">https://canvas.santarosa.edu/courses/25329/assignments/157604</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157601">Week 7 - Tweets</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157601">https://canvas.santarosa.edu/courses/25329/assignments/157601</a> )	due by 11:59pm
Tue Oct 17, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157606">Week 8 - Blog Comments</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157606">https://canvas.santarosa.edu/courses/25329/assignments/157606</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157605">Week 8 - Blog Posts</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157605">https://canvas.santarosa.edu/courses/25329/assignments/157605</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157608">Week 8 - Pinterest</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157608">https://canvas.santarosa.edu/courses/25329/assignments/157608</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157607">Week 8 - YouTube</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157607">https://canvas.santarosa.edu/courses/25329/assignments/157607</a> )	due by 11:59pm
Tue Oct 24, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157611">Midterm</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157611">https://canvas.santarosa.edu/courses/25329/assignments/157611</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157609">Week 9 - Blog Comments</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157609">https://canvas.santarosa.edu/courses/25329/assignments/157609</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157610">Week 9 - Blog Critique</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157610">https://canvas.santarosa.edu/courses/25329/assignments/157610</a> )	due by 11:59pm
Tue Oct 31, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157613">Week 10 - Blog Comments</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157613">https://canvas.santarosa.edu/courses/25329/assignments/157613</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157612">Week 10 - Blog Posts</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157612">https://canvas.santarosa.edu/courses/25329/assignments/157612</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157614">Week 10 - Kickstarter</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157614">https://canvas.santarosa.edu/courses/25329/assignments/157614</a> )	due by 11:59pm
Tue Nov 7, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157616">Week 11 - Blog Comments</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157616">https://canvas.santarosa.edu/courses/25329/assignments/157616</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157617">Week 11 - Blog Critique</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157617">https://canvas.santarosa.edu/courses/25329/assignments/157617</a> )	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157615">Week 11 - Blog Posts</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157615">https://canvas.santarosa.edu/courses/25329/assignments/157615</a> )	due by 11:59pm
Tue Nov 14, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157618">Week 12 - Book Review</a> ( <a href="https://canvas.santarosa.edu/courses/25329/assignments/157618">https://canvas.santarosa.edu/courses/25329/assignments/157618</a> )	due by 11:59pm

Tue Nov 21, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157621">Group Project Report</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157621">(https://canvas.santarosa.edu/courses/25329/assignments/157621)</a>	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157620">Week 13 - Blog Comments</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157620">(https://canvas.santarosa.edu/courses/25329/assignments/157620)</a>	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157619">Week 13 - Blog Posts</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157619">(https://canvas.santarosa.edu/courses/25329/assignments/157619)</a>	due by 11:59pm
Tue Nov 28, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157624">Week 14 - Blog Comments</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157624">(https://canvas.santarosa.edu/courses/25329/assignments/157624)</a>	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157625">Week 14 - Blog Critique</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157625">(https://canvas.santarosa.edu/courses/25329/assignments/157625)</a>	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157623">Week 14 - Blog Posts</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157623">(https://canvas.santarosa.edu/courses/25329/assignments/157623)</a>	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157627">Week 14 - Group Project Evaluations</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157627">(https://canvas.santarosa.edu/courses/25329/assignments/157627)</a>	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157626">Week 14 - Interview</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157626">(https://canvas.santarosa.edu/courses/25329/assignments/157626)</a>	due by 11:59pm
Tue Dec 5, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157629">Week 15 - Blog Comments</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157629">(https://canvas.santarosa.edu/courses/25329/assignments/157629)</a>	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157628">Week 15 - Blog Posts</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157628">(https://canvas.santarosa.edu/courses/25329/assignments/157628)</a>	due by 11:59pm
Tue Dec 12, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157630">Week 16 Lead/Critique Discussion</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157630">(https://canvas.santarosa.edu/courses/25329/assignments/157630)</a>	due by 11:59pm
	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157631">Week 16 - Blog Reflection Worksheet</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157631">(https://canvas.santarosa.edu/courses/25329/assignments/157631)</a>	due by 11:59pm
Wed Dec 13, 2017	 <a href="https://canvas.santarosa.edu/courses/25329/assignments/157632">Final Exam - Group Presentation</a> <a href="https://canvas.santarosa.edu/courses/25329/assignments/157632">(https://canvas.santarosa.edu/courses/25329/assignments/157632)</a>	due by 9pm