



MCOM 5340: Social Media

SPRING 2018, 3 Credits

WHEN

Mondays, 5:00 pm - 7:50 pm

WHERE

THE WOODLANDS CENTER, ROOM 220

INSTRUCTOR

Wojciech Lorenc (pronounced Voytek Lawrence)

email (best way to reach me): wlorenc@shsu.edu, tel.: 936.294.3651, Office: CB115

Office Hours: MW 10 AM – 11 AM, MW 1:00 PM - 4PM ...or by appointment.

COURSE DESCRIPTION AND GOALS

This graduate level course provides students with theoretical and methodological foundations of social media to understand their impact on individuals and society. This course will focus on various aspects of social media, including concepts, message & user characteristics, measurement, and issues. We will discuss and critique scholarly theories and research projects to gain basic and advanced understanding of social media and its application to communication process. Finally, this course aims at helping students design and prepare their own research projects or strategic communication plans.

COURSE OBJECTIVES

After successful completion of this course, students should be able to:

- Demonstrate thorough knowledge of social media concepts, theories, and research.
- Demonstrate thorough knowledge of applications of social media in communication plans.
- Critically analyze and discuss literature and current events in social media.
- Understand the importance and impact of social media in daily lives.
- Relate the theoretical foundations and principles that undergird social media to practices.
- Develop a social media communication plan or research proposal that demonstrates thorough understanding of the communication process and theoretical approaches.

SUGGESTED TEXT:

Tuten, T. L. and Solomon, M. R. (2015). Social media marketing. Thousand Oaks, CA: Sage.

Li, C. & Bernoff, J. (2011). Groundswell: Winning in a world transformed by social technologies. Boston, MA: Harvard Business Review Press.

REQUIRED MATERIALS

You are required to have an EXTERNAL HARD DRIVE (formatted for Apple Computers) with at least 500GB of memory and preferably with a USB 3.0 connection. You must bring your hard

drive to all classes, no exception! Sharing hard drives or saving your assignments in the school computers or server is not allowed. It is highly recommended that you backup your project files on a separate flash drive after quitting each edit session to avoid the loss of your edited work in case your hard drive crashes. You are also required to have HEADPHONES or EARBUDS.

ATTENDANCE

Your participation is important. You are allowed THREE unexcused absences. Every absence after that will cause you to lose 25 points of your Attendance grade.

ASSIGNMENTS AND GRADING

All written assignments must be typed and handed in during class, unless otherwise indicated by instructor. Late assignments result in loss of points. If you have to miss a class when an assignment is due, have another student turn it in for you, or hand it in ahead of time. Please keep track of your own progress in the class. Keep all of your handed back assignments. Late assignments are docked one full letter grade per day. An "F" is equal to "0" points. For several of the production assignments you have to be in class and on time. If you miss any of those, you will receive zero points, unless you have a documented excuse (doctor's note, for example).

ACADEMIC HONESTY

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

CLASSROOM ENVIROMENTS

Active and constructive participation in class discussions is required. However, both listening and speaking are involved in successful participation, and this requires sensitivity to the ideas and methods of participation of others in the class.

This is a workshop environment, and all ideas, thoughts and critiques are welcomed. You are beginning, and a workshop environment will allow and encourage you to take risks, to try out new ideas.

PROPER CLASSROOM DEMEANOR / RULES OF CONDUCT

Students will refrain from behavior in the classroom that disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking with each other at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a directive to

leave class or being reported to the Dean of Students for disciplinary action in accordance with University policy.

STUDENTS WITH DISABILITIES POLICY

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail disability@shsu.edu). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

<http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy #861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made two weeks in advance of when the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examination are to be completed.

SHSU Required Policies:

Please visit <http://www.shsu.edu/syllabus/>

ASSIGNMENTS AND GRADING

SCHEDULE OF CLASSES

PARTICIPATION Participate and be respectful.	50 Points
ATTENDANCE Each student is allowed 2 unexcused absences, after that, each absence will cost the student 25 points from the Attendance grade.	50 Points
Informal Pitch #1	20 Points
Informal Pitch #2	20 Points
Formal Pitch (Presentation)	50 Points
Branding (3 Title Treatments)	20 Points
Branding (Finalized)	20 Points
Video #1 (Concept, Execution and Optimization)	50 Points
Video #2 (Concept, Execution and Optimization)	50 Points
Video #3 (Concept, Execution and Optimization)	50 Points
Social Media Strategy and Branded Social Media Presence	50 Points
Branded Website	10 Points
Analytics Paper	10 Points
Final Presentation	50 Points
total:	500 Points

A	451 – 500
B	401 – 450
C	351 – 400
D	301 – 350
F	0 – 300

WEEK #	WEEK STARTS ON	LECTURES, ASSIGNMENTS DUE, ETC.
WEEK 1	1/17/18 (W)	No Class
WEEK 2	1/22/18 (M)	<p>Intros, Internet/mobile habits, Class overview, Discovery of online content, Pitching series ideas., Assignment: Informal Pitch #1 Submit on Blackboard.</p> <p>How discovery and traffic sources shape content on the internet. Pitching series ideas, continued.</p> <p>Informal Pitch #1 is due Sunday night.</p> <p>Informal Pitch #2 is due Sunday night.</p>
WEEK 3	1/29/18 (M)	<p>How to pitch an online series / social media campaign. 10 Fundamentals of YouTube Success.</p> <p>Assignment: Formal presentation to be delivered in class next week.</p>
WEEK 4	2/5/18 (M)	Formal Pitch. Critiques
WEEK 5	2/12/18 (M)	<p>Social Media and Branding, Basics of Graphic Design, Introduction to Photoshop, What makes a good logo/type treatment?</p> <p>Assignment: 3 Title Treatments due Sunday night.</p>
WEEK 6	2/19/18 (M)	<p>Style Guide and Social Media</p> <p>Assignment: Finalized Style Guide due Sunday night</p>
WEEK 7	2/26/18 (M)	<p>Shooting video or social media.</p> <p>Assignment: Shoot Video #1. Bring footage to class next week.</p>
WEEK 8	3/5/18 (M)	<p>Editing video for social media.</p> <p>Assignment: Finish Editing Video #1.</p> <p>Upload and Submit on blackboard by Sunday night.</p>

WEEK #	WEEK STARTS ON	LECTURES, ASSIGNMENTS DUE, ETC.
SPRING RECESS		
WEEK 9	3/19/18 (M)	<p>YouTube Optimization, Search Engine Optimization, Titles Descriptions, Thumbnails, Tags</p> <p>Assignment: Submit optimized video through blackboard by Sunday night.</p> <p>Start planning for video #2 (due end of week #11)</p>
WEEK 10	3/26/18 (M)	<p>Social Media Platform Strategies</p> <p>Assignment: Create and brand Social Media Pages, and link to video. Submit links via blackboard by Sunday night.</p>
WEEK 11	4/2/18 (M)	<p>Individual Meetings</p> <p>Assignment: Shoot and Edit Video #2, Post on YT and other social platforms. Submit via Blackboard - due Sunday night.</p>
WEEK 12	4/9/18 (M)	<p>Social Media and Web Design</p> <p>Assignment: Create and brand website. Include video. Link to social media pages. Submit on Blackboard. Assignment is due Sunday night.</p>
WEEK 13	4/16/18 (M)	<p>Social Media strategies, Content curation, Cross-promotion Individual meetings. Work on the project in class.</p> <p>Assignment: Shoot and Edit Video #3, Post on YT, website, and other pages. Submit via CougarView. Assignment is due Sunday</p>
WEEK 14	4/23/18 (M)	<p>Analytics, Evaluating the performance of your social media series or campaign.</p> <p>Assignment: Short paper about your analytics. Submit via blackboard. Assignment is due Sunday night.</p>
WEEK 15	4/30/18 (M)	<p>Final Presentation</p> <p>Assignment: Final Presentation. Due finals week.</p>
WEEK 16 (FINALS)	5/7/18 (M)	*Individual Presentations Count as Final*