

Repeatability May be repeated 0 times

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.

Schedule Description

SECTION D

Condition on Enrollment

1a. **Prerequisite(s):** *None*

1b. **Corequisite(s):** *None*

1c. **Recommended:** *None*

1d. **Limitation on Enrollment:** *None*

SECTION E

Course Outline Information

1. Student Learning Outcomes:

- A. Apply current business computer applications.
- B. Interact professionally through oral and written communication.

2. Course Objectives: Upon completion of this course, the student will be able to:

- A. Define the purpose and features of different types of social media.
- B. Differentiate between different kinds of blogs: blogs, microblogs, video blogs.
- C. Compare features of common blog-hosting services.
- D. Create and maintain a blog on a common hosting service.
- E. Properly utilize terminology including keyword and categories in order to improve the ability of others to find their social media content.
- F. Analyze the security and privacy features of social media sites.
- G. Create a wiki in order to collaborate with others on a project.
- H. Evaluate the usage of crowdsourcing in order to create community involvement in problem solving.
- I. Analyze trends of usage of social media sites.
- J. Analyze the impact of social media on society.
- K. Work in a team environment to create a social media plan case study.
- L. Understand the personal and professional ramifications of information placed on social media.
- M.

3. Course Content

- A. Social media applications that inform, educate, and entertain people through shared blog posts, bookmarks, images, music, videos, podcasts, and other online media.
- B. Student blogs and class wikis.
- C. Profiles in social networking applications.
- D. Social networking features as additions to a Blog or Website for personal or professional reasons.
- E. employees and its customers.
- F. Importance of Customer Relationship Management (CRM) and how it is used to manage the company-customer relationship.

G. Importance of creating an integrated personal brand and image on multiple Social Media Websites.

H.

4. Methods of Instruction:

Discussion:

Lecture: