Bristol Community College
CIT 134: Social Media and the Web

Spring 2020 Syllabus **- Course Outline**

Instructor: Rose Ferro
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Website: www.rferro.com
Office Hours (<u>Additional meetings available upon request</u>. Please don't hesitate to stop by.)
    Tuesdays 1PM – 2PM (K218 – Fall River Campus)
    Thursdays 12:30PM – 1:30PM (Online)

Course Description: Students will learn how to use social media as an effective promotional outlet. They will also increase their social media knowledge base via a variety of strategies and techniques. Topics covered will include YouTube, Linkedin, Twitter, Facebook, etc. Pre or co-requisite BUS 115. Three lecture hours per week. 3 credits

Course Objectives: Upon successful completing this course, students will:
- Have a better understanding of the purpose and application of a variety of different main-stream social media applications.
- Effectively utilize a variety of social media tools.
- Understand and design a successful social media campaign strategy and evaluate the industry applications and possibilities

Course Material: This course does not have a required course book. Therefore, required readings, tutorials, etc. will be incorporated into weekly lessons and posted to the course website. Some weeks may require additional, individual research to help add variety to the sources of information as well as provide additional opportunities to learn related skills. In order to complete this course successfully, students will be required to each student must have reliable access to a computer, the Internet, and the social media accounts covered within the course. Students may be required to create and/or utilize their existing social media accounts (i.e. Facebook, Linkedin, Twitter, etc.) to allow for related hands-on learning.

Teaching Methodology: This course will be taught primarily online, however will incorporate a combination of online notes, class discussion (via a discussion board and/or blog), and hands-on assignments with additional supplemental material available on the course website. To help students prepare for the real world, they will be required to engage in independent learning and troubleshooting by seeking out solutions on their own. Students are responsible for completing their homework either on their personal computers or by utilizing the computers available on campus. Students should be mindful of the lab schedule and ensure that they are able to utilize their time accordingly to complete all assignments on time.

Attendance Policy: Suggested/required readings and/or research should be completed prior to attempting to develop any homework assignments as it allows students to have a better understanding of the topic(s) at hand and most likely will enhance the effectiveness of each product produced by the student. Given that this course will be primarily online, student will be expected to use alternative methods as a means of meeting the attendance guidelines. Students must communicate with the instructor at least once a week. Communication includes email, online discussions/post, as well as online/virtual (or in person) office hours/help sessions. Students who do not communicate with the instructor for more than two weeks may be withdrawn from the class.

Homework/Grading Policy: All assignments will be posted to the course website www.rferro.com. Suggested/required readings and/or research should be completed prior to attempting to develop any homework assignments as it allows students to have a better understanding of the topic(s) at hand and most likely will enhance the effectiveness of each product produced by the student.

All assignments must be completed individually. Those assignments that closely resemble other individual's work will not be accepted.

All assignments are due and must be emailed to the instructor by midnight of the date specified for each individual assignment, unless otherwise indicated. Assignments must meet all required criteria in order to be eligible to obtain full credit. Late assignments will be deducted 10% for the first day, 20% the second day, 30% the third day, and anything over four days will be deducted 40%.

Filename and Email Subject Requirements: Students should send only one assignment per email. All assignments must include your full name, course and section number, and a brief description of the assignment (assignment reference). All filename spaces should be replaced with an underscore "_". If you include a date within your filename, be sure that you DO NOT include SLASHES. For example (filename): SarahSmith_CIT134_Definitions.doc.

All emails must include a subject which follows this format as well (with the exception of the underscore). Email subjects SHOULD contain spaces. i.e. "Sarah Smith CIT 134 Definitions". Anyone requesting help or has a questions to ask, you **must include the keyword "Question" or "Help"** in your email subject. Any email containing no subject will be deleted immediately.

Communication Policy (for email assignment submissions only): You should expect to receive feedback regarding an assignment submission no sooner than the day after the due date of the assignment. This allows for consistent feedback as well as the opportunity for all students to have a fair chance to complete the assignment. It is important to note that if you have questions pertaining to an assignment that you send the question separately from your submission. If you have a question about the content of your submission and are requesting clarification, please be sure to follow the email guidelines that I have provided to you, in this syllabus, to ensure that you use the key word "question" as part of your email subject requirements. If anything surpasses a week beyond the due date and you have not received any communication regarding your submission, it is your responsibility to confirm with the instructor that the assignment has been successfully submitted / received by forwarding the original submission and requesting confirmation.

Semester Grades*:
10% Weekly Communication and Del.icio.us Postings**
10% Final Exam / Project***
80% Homework Assignments and Quizzes
*There may be opportunities for extra credit, if requested.
**Students may be withdrawn from class if they do not meet the requirements described within the college attendance policy ***Although the final project has a designated 10% of the final course grade, it must be successfully completed in order to be eligible to pass the overall course.

Evaluation: Assignments and programs are graded using either number grades or letter grades based on the following A=(90-
100), B=(80-89), C=(70-79), D=(60-69), F=(below 60). The students' grade for the course will use the same scale and will be based on the percentages indicated above. Plus and minus grades will be given and based on the grading system provided by the college. *If any projects are assigned as part of your required course work, you must successfully complete them along with all of your major tests/quizzes in order to be eligible to pass this course.* Failure to do so may result in a failing course grade.

Course Outline: Assignments posted to the course website will identify the social media application being reviewed. If you have any questions, concerns or alternative tools that you would like to incorporate or suggest, you will need to contact the instructor in order to receive advanced approval. Below are the general topics / activities that will be incorporated into the course in order to enhance the learning process and meet the course objectives.

HW	Read and Review Resources	Topic / Related Assignment
1	• Course Syllabus • WordPress • Research Techniques	Create a WordPress account Conduct and post research results
2	Supplemental material on course website	Symmetric and asymmetric social networking
3	Supplemental material on course website	Forms of online communication: blog, discussion board, wiki, and website
4	Supplemental material on course website	Social Media and the Business Environment
5	Supplemental material on course website	Building a personal network: LinkedIn
6	Supplemental material on course website	Twitter
	Spring Break	
7	Supplemental material on course website	Facebook
8	Supplemental material on course website	Social media marketing based on a physical location
9	Supplemental material on course website	Virtual Currency
10	Supplemental material on course website	Social Media Video
11 & 12	Supplemental material on course website	Collaboration tools
13 & 14	Supplemental material on course website	Website Design: SEO, Adwords, Mobile Considerations, etc.
15	**FINAL EXAM WEEK**	**FINAL EXAM**

Additional Assistance: Students that require additional assistance mastering the coursework are encouraged to contact the Tutoring and Academic Support Center (TASC) by calling (508) 678-2811 x2295 or by visiting Room B110 to make an appointment.

Accommodations: If you are a student who would normally seek accommodations in a traditional, face to face classroom, please speak to me and the Office of Disability Services as soon as possible. You may contact the Office of Disability Services to arrange for appropriate accommodations by calling 508-678-2811--Fall River, ext. 2955; Attleboro, ext. 2996; New Bedford, ext. 4011) or by stopping by L109. You may also contact the Office of Disability Services online at http://www.bristolcc.edu/students/disabilityservices/

College Policies: As a college student you are expected to make yourself aware of the college policies and abide by them. As of January 2010, the following policies have been put into effect. You should check the Bristol website at www.Bristolcc.edu to learn more.
> ● Academic Integrity ● Academic Dishonesty ● Academic Negligence ● Developmental Courses