



BUSI 252 - Introduction to Social Media Course Outline

Approval Date: 03/11/2021

Effective Date: 08/13/2021

SECTION A

Unique ID Number CCC000624258

Discipline(s) Business

Division Career Education and Workforce Development

Subject Area Business

Subject Code BUSI

Course Number 252

Course Title Introduction to Social Media

TOP Code/SAM Code 0509.70* - E-Commerce (business emphasis)* / D - Possible Occupational

Rationale for adding this course to the curriculum Updating to meet C ID DMGR 120 descriptor

Units 3

Cross List N/A

Typical Course Weeks 18

Total Instructional Hours

Contact Hours

Lecture 54.00

Lab 0.00

Activity 0.00

Work Experience 0.00

Outside of Class Hours 108.00

Total Contact Hours 54

Total Student Hours 162

Open Entry/Open Exit No

Maximum Enrollment 40

Grading Option Letter Grade or P/NP

Distance Education Mode of On-Campus

Instruction Hybrid

Entirely Online

Online with Proctored Exams

SECTION B

General Education Information:

SECTION C

Course Description

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. Importance of corporate social networks to build relationships with a company's 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:

Projects:

Other: -Discussion questions will be placed within Canvas Discussion forum. -Curriculum will be designed within a Distance Education Course Learning Management System such as Canvas. -Lectures will be presented through voice-over PowerPoints and video tutorials. - Social media marketing plan will be used as final project.

5. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques

Exams/Tests --

Quizzes --

Oral Presentation --

Projects -- Students will complete a robust social media marketing plan.

Home Work --

Letter Grade or P/NP

6. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments

B. Writing Assignments

C. Other Assignments

D.

7. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Book #1:

Author: Singh, Shiv and Stephanie Diamond

Title: Social Media Marketing for Dummies

Publisher: For Dummies

Date of Publication: 2020

Edition: 4th

B. Other required materials/supplies.