

BUSI-252: INTRODUCTION TO SOCIAL MEDIA

Effective Term

Fall 2023

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Business (Master's Degree)	Or
Small Business Development (Entrepreneurship) (Any Degree and Professional Experience)	

Subject Code

BUSI - Business

Course Number

252

Department

Business and Entrepreneurship

Division

Business and Computer Studies

Full Course Title

Introduction to Social Media

Short Title

Intro to Social Media

CB03 TOP Code

0509.70 - *E-Commerce (Business emphasis)

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

C - Clearly Occupational

Rationale

Updating the discipline to include small business development/ entrepreneurship.

SECTION B - Course Description

Catalog Course Description

This course explores top-rated Social Media networking sites on the Internet such as Facebook, LinkedIn, and Twitter and provides a hands-on approach to setting up and designing social media sites for an integrated, professional social media presence.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites**SECTION D - Course Standards****Is this course variable unit?**

No

Units

3.00

Lecture Hours

54.00

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval**Is this course offered through Distance Education?**

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent

SECTION E - Course Content**Student Learning Outcomes**

Upon satisfactory completion of the course, students will be able to:	
1.	Apply current business computer applications.
2.	Interact professionally through oral and written communication.

Course Objectives

Upon satisfactory completion of the course, students will be able to:	
1.	Understand the evolution of the Web by tracing technology and social developments that led to it development.
2.	Understand and explore the latest Web applications.
3.	Understand social and business uses of Web applications.
4.	Set up an e-mail account in Google's Gmail in order to complete the Web exercises.
5.	Integrate the use of student blogs and class wikis to publish information online.
6.	Create profiles in social networking applications on the Web to connect with friends and professionals online.
7.	Learn how to subscribe to syndicated Web content such as Web Feeds.
8.	Understand Cloud computing as a way to store and deploy computer applications on a network of Internet servers.

Course Content

1. Social media applications that inform, educate, and entertain people through shared blog posts, bookmarks, images, music, videos, podcasts, and other online media.
2. Student blogs and class wikis.
3. Profiles in social networking applications.

4. Social networking features as additions to a Blog or Website for personal or professional reasons.
5. Importance of corporate social networks to build relationships with a company's employees and its customers.
6. Importance of Customer Relationship Management (CRM) and how it is used to manage the company-customer relationship.
7. Importance of creating an integrated personal brand and image on multiple Social Media Websites.

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Discussion	Discussion questions will be placed within Canvas Discussion forum.
Lecture	Curriculum will be designed within a Distance Education Course Learning Management System such as Canvas.
Activity	Portfolios will be used as final projects. The Portfolios will include examples of students' branding themselves using Social Media. Students will provide examples of updated Social Media Websites enhanced with photographs and other written narratives as assigned.

Online Adaptation

Types	Examples of learning activities
Discussion	Discussion questions will be placed within Canvas Discussion forum.
Lecture	Curriculum will be designed within a Distance Education Course Learning Management System such as Canvas.
Activity	Portfolios will be used as final projects. The Portfolios will include examples of students' branding themselves using Social Media. Students will provide examples of updated Social Media Websites enhanced with photographs and other written narratives as assigned.

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Telephone Conversations
 Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
 Discussions
 Group Work

Course design is accessible

Yes

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Portfolios	Content Marketing Plan
Exams/Tests	
Oral Presentations	
Projects	Students will complete a robust social media marketing plan
Homework	

Assignments

Reading Assignments

1. Read Chapter 1 in textbook on Social Media Concepts.
2. Go to WordPress Blog Website and read two Blogs that interest you.

Writing Assignments

1. Reflect on experiences by going to Web 2.0 & Social Media Website and write a reflection Memo about the experiences. 2. Write an opening "Welcome Statement" on the WordPress Blog Website.

Outside-of-Class Assignments

1. Conduct practice exercises in simulation software. 2. Take Chapter 1 quiz in simulation software. 3. Complete the grader project for Chapter 1 within the simulated software, such as myitlab or SAM.

SECTION F - Textbooks and Instructional Materials

Material Type

Textbook

Author

Shiv Singh and Stephanie Diamond

Title

Social Media Marketing for Dummies

Edition/Version

4th edition

Publisher

For Dummies

Year

2020

ISBN

978-1119617006

SECTION G - Diversity, Equity and Inclusivity

Course Codes (Admin Only)

CB00 State ID

CCC000624258

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No