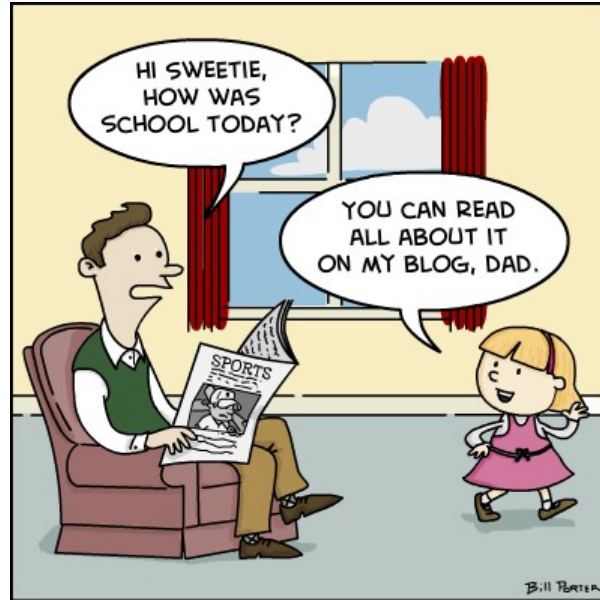


JOHN CARROLL UNIVERSITY
CO399 SEMINAR IN SOCIAL MEDIA
[SUMMER 2013]



INSTRUCTOR

Ms. Sara E. Stashower, Ed.M
sstashower@jcu.edu

TIME & PLACE

Via Blackboard & Asynchronous
Monday May 13th – Friday June 14th 2013

OFFICE HOURS

Office Hours Chat on Blackboard (times TBD)
And by Appointment

READINGS & VIDEO

As Assigned on Blackboard

REGISTER & READ

AAF Smartbrief on Social Media [www.smartbrief.com]

COURSE OVERVIEW

In this course we will understand the communications implications of social media as it relates to the advertising and public relations industry as well as the effect it has on our intrapersonal communication skills. This is an exploratory course; it assumes that we are all novices in the arena of social media and that together we will explore the many devices and trends available to us as marketing agents and the average consumer.

COURSE OBJECTIVES

- ❖ To become familiar with the Social Media tools that are currently in use
- ❖ To think about the implications of a Social Media world
- ❖ To evaluate the pros and cons of Social Media as a part of a marketing strategy
- ❖ To understand the velocity of this discipline and the need to stay ahead and to stay strategic

COURSE EXPECTATIONS

1. Set aside at minimum 60 minutes a day just to read postings on Blackboard, to participate in online chats as indicated, and ask questions of your instructor.
2. This time does *not* include the time required to complete weekly assignments.
3. While it may seem as though you can “hide” on line in a course, the exact opposite is true; you will need to make your presence, thoughts, and personality even more evident in this format.
4. **NO LATE ASSIGNMENTS.** Particularly as a) they are time-stamped and b) this course is designed to suit your schedule.
5. You are required to see me at least one time during Virtual Office Hours.

GRADING

Don't assume that routine participation delivers you an A. I ask students to imagine they come to class as “good” – or a “B” – and it is up to you to demonstrate excellence level of your work and engagement. Conversely, missed assignments and lackluster performance can and will lower your grade.

Grading is based accordingly:

| | |
|-------------------------------|-----|
| Weekly Blog | 20% |
| Dissecting the Devices | 25% |
| Branding U | 25% |
| Attentiveness & Participation | 10% |
| Final Evaluation & Reflection | 20% |

I grade on the **University standard grading scale**, as follows:

% of points available

| | | | | |
|----------|----------|----------|----------|----------|
| 93-100 A | 90-92 A- | 87-89 B+ | 83-86 B | 80-82 B- |
| 77-79 C+ | 73-76 C | 70-72 C- | 67-69 D+ | 60-66 D |

GRADE DISPUTES

The 24 Hour Policy: I will not discuss grades and/or test items on the day a test or paper are returned to you. If you feel there's been a mathematical error, however, you may bring it to my attention – appropriately, and after class. Otherwise, you have up to a week, after the first 24 hours, to discuss your thoughts on the grade you have received. After that week is up, the matter is closed.

If you believe that you have been graded unfairly you are certainly welcome to discuss the matter with me but no later than one week after you've received the grade. The only exception to this policy is a miscalculated grade -- an arithmetic error. All other discussion of answers/grades will transpire at least one day removed from the return of the test and/or assignment.

HONESTY

To paraphrase Billy Joel: It's *totally* what I demand from you. And what you are contracted to fulfill if you want to engage in any meaningful way. No cheating. No plagiarism. Either, once determined, will result in an immediate F in the course and a letter to the Dean of Students. I adhere to the University's academic honesty policy as follows: "Academic honesty and ethical behavior, expected of every student, is essential to the process of education and to upholding high ethical standards. It becomes particularly vital in the age of virtual classrooms, where information is readily available and content not particularly well documented or vetted.

Cheating or any other kind of unethical behavior may subject you to severe penalties including expulsion. Please refer to www.jcu.edu for the University's entire Academic Honesty Policy, which I uphold.

DISABILITIES

John Carroll University recognizes its responsibility for creating an institutional climate in which students with disabilities can succeed. In accordance with federal law, if you have a documented disability, you may be eligible to request accommodations from the office of Services for Students with Disabilities (SSD). Please contact SSD at (216) 397-4263 or come to the office located in room 7A in the Garden Level of the

Administration Building. Please keep in mind that accommodations are never retroactive so students are encouraged to register early in the semester.

ASSIGNMENTS

Blogging (20%)

A weekly topic will be assigned to the class and you will, as individuals, blog on that topic. Points will be given for effective communication including writing style, thought process, and creative presentation of ideas.

Dissecting the Devices (25%)

In teams of 2-3 people, you will be assigned a social media device to teach to the rest of the class, with the assumption that it is unfamiliar to your audience, and that by the end of your demonstration, all will be able to implement effectively. The specifics of the assignment are in the Syllabus.

Final Project: Brand U (25%)

You will review and enhance your online presence, leveraging the Social Media devices, ethics and issues as discussed during the course. Instructions will be given for the assignment and guidelines for effective branding of self provided by virtual lecture and examples.

Attentiveness & Participation (10%)

Ok, so we haven't really met. But I can tell a lot about you by the thought you give your work, the questions you ask, and the way you prepare for assignments. And we *can* in fact meet. Each of you is required to "visit" me during Virtual Office Hours so that we can get to know one another better.

Final Evaluation/Response Paper (20%)

You will prepare a 2-3-page final response paper that will evaluate your team experience in "Dissecting the Devices", as well as your individual experience with this assignment and with Brand U. In addition, you will answer an overarching and probing question about the course experience. This will be due the second-to-last day of class and NO LATER. It is the chance for you to give personal voice to the learning process and final thoughts on the Summer Session's work. A format will be provided. You will be graded on your honest, cohesive thinking, and your flawless writing.

COURSE SCHEDULE (TENTATIVE)

Be open to the possibility of changes in the schedule due to unforeseen circumstances and/or incredible opportunities. Check Announcements daily, or you can't hope to be up-to-date. It is your responsibility to stay current with the schedule and assignments, and to be flexible. Rather than complain, look for the gain!

WEEK ONE (May 13-17)

- **Introductions all around!**
- Television & Implications: Philo T. Farnsworth Reading (Discussion Board)
- Social Media Framework: Virtual Lecture
- Your Use of Social Media: A Questionnaire
- Blog Topic: Does Google Make You Stupid?
- Today's Topic (Discussion Board)

WEEK TWO (May 20-24)

- Blog Topic: Why This Course? (Emerson College Article)
- Meme Mania: Virtual Lecture
- Writing Right (Reading & Discussion Board)
- Today's Topic (Discussion Board)
- Dissecting the Devices (Assignment due May 31)

WEEK THREE (May 27-31)

- Blog Topic: Crowdsourcing
- Branding U: Virtual Lecture
- Today's Topic (Discussion Board)
- Where Stuff Lives (File Sharing & Retrieval) (Reading & Discussion Board)
- Screening: *Social Network*

WEEK FOUR (June 3-7)

- Blog Topic: Back to the Future
- Dissecting The Devices Presentations (throughout week, Discussion Board)
- Where Stuff Lives (file sharing & retrieval; Reading & Discussion Board)
- Today's Topic (Discussion Board)

WEEK FIVE (June 10-14)

- Your Online Profiles (throughout week)
- Course Evaluation Due June 10th
- Peer & Self Review (due June 13th)