

COM 360: Social Media Communication

Fall 2023 Syllabus

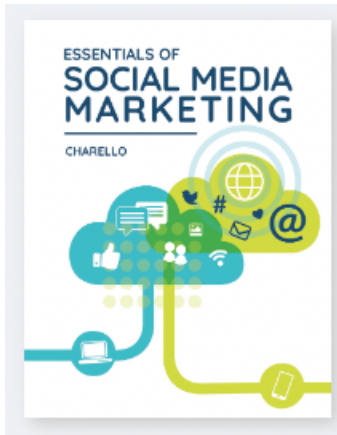
School of Business and Communication, Chaminade University of Honolulu



Instructor: Pam Estell (please call me Pam ☺)
Email: pamela.estell@chaminade.edu
Class Time & Location: Online, asynchronous
Office & Office Hours: Kieffer 23, W 9:00AM – 11:00AM; TTH 8:00AM-10:00AM by appointment

Required Books & Resources:

- A personal notebook computer
- An Internet connection
- Chaminade Canvas Learning Management System
- Stukent Mimic Social Simternship
- Textbook: Essentials of Social Media Marketing/Mimic Simternship Bundle



Essentials of Social Media Marketing/Mimic Social Bundle

ISBN-13: 978-0-9996302-4-2

Publisher: Stukent

Price \$129.99

This is a web-based textbook focusing on social media marketing and management. Please follow the instructions below to obtain a digital copy of the textbook and Mimic Social Simternship. Please note, the fee includes access to the textbook **AND** the simulation. **BOTH** are required for this course.

Students can purchase access to the text and simulation through the CUH bookstore, OR directly through the registration page for our class. If you choose to purchase via the registration page for our class, please do so using the following unique link: <https://home.stukent.com/join/8F5-294>.

Course Overview

Catalog Description: Social Media Communication explores the theories behind this type of communication and provides practical knowledge in the use of social media tools. Students learn how to strengthen their online presence, and improve their communication and presentation skills on the web. Topics include LinkedIn, Facebook, Google search techniques, Tumblr blogs, Cloud Storage, Twitter, Prezi, and the newest trends in social media services.

Course Objectives (COs)

Upon completion of this course students should be able to:

1. Identify social media as a disruptor of traditional marketing.
2. Explain the legal and ethical issues surrounding social media use.
3. Create branded content on behalf of a business, with the intent to increase influence, audience engagement, and brand value.
4. Develop a social media marketing plan with special attention to how analytics play a role in the development of social media strategy.
5. Use paid social media promotion with the MIMIC Simternship software.

Upon completion of the course, students should be able to relate the course-level objectives to professional communication practice in the following ways:

1. Use social media as a marketing tool on behalf of an organization
2. Develop best practices for different social media platforms
3. Understand how to leverage social media analytics and insights for ongoing effectiveness
4. Examine various career areas in professional communications.

Marianist Values

This course fulfills the following Marianist Value Objectives:

- (2) Provide an integral quality education.
- (4) Educate for service, justice, and peace.
- (5) Educate for adaptation and change.

Methods of Delivery

This is very much a workshop-like class; meaning, that we will be using social media in the way that a professional communicator might. The assigned readings will provide you with a foundation, but the application of this knowledge will take place through course assignments and activities, so it is essential that you log in to class daily and manage your time wisely both for your own personal growth and your final grade. Delivery methods may include but are not limited to: video lectures, videos, guest speakers, rich media, slide presentations, group work, reading assignments, writing assignments, and guided practice.

Course Expectations

Your final grade will be based on your performance on exams and quizzes, discussions, assignments, participation, and professionalism.

Due to the emphasis on professionalism in this course, I do not accept late work. Late work is not accepted in business. This class is considered professional preparation and as such late work will not be accepted in this class, either.

Computer Proficiency Expectations

Students in this course are expected to be proficient in the following technology areas:

- Canvas LMS
- Stukent Simternship software
- Chaminade email
- Microsoft Word (or other word processing software)
- Basic social media site knowledge (Facebook, Twitter, Instagram, Pinterest, LinkedIn, etc.)

Course Attendance Policy

Students are expected to log-in daily to check for course announcements, materials, and assignments.

Behavioral Expectations

You are expected to conduct yourself in a manner compatible with the college's function as an institute of higher learning.

In the online classroom, civil discourse must be adhered to both in synchronous live meetings as well as asynchronous discussion rooms and interactions whether they are with the instructor or peers. Students should use proper netiquette at all times online.

Every student has the right to a respectful learning environment. In order to provide this right, students must take individual responsibility to conduct themselves in a mature and appropriate manner and will be held accountable for their behavior. Students who disrupt the class or communicate or behave inappropriately or disrespectfully, as determined by the instructor and/or institution, will be referred for disciplinary action.

Assessment Methods

Assessment methods include quizzes, exams, written assignments, class discussions, class activities, and projects. Every effort will be made to return all student work within two-weeks of the due date.

Late Work

All work in this course will be due at 11:59PM HST on the assigned due date, at which point online submission boxes will promptly close. Late work is **NOT** accepted in this course. Assignments which are not submitted on or before their due date will receive an automatic zero. If you find that you are having technical difficulties please contact the Chaminade IT Helpdesk for issues related to Chaminade technology. If you have documentation from the Helpdesk indicating that they have identified a problem with the technology, I will allow you to submit the assignment once a resolution has been reached at no penalty to you. If students are unsure of their home technology, they should plan ahead to use the computer lab on-campus in order to submit work in a timely manner.

Grading & Assignments

This class will be difficult at times. Your experience will largely be reflected in the amount of effort you expend. Time management, organization, and avoiding procrastination will help you succeed. If you have grade goals, keep these things in mind and meet with me early in the semester to ensure you stay on track.

Grading Distribution

Exam #1 (Midterm Exam) = 100 points
Exam #2 (Final Exam) = 100 points
Quizzes = 180 points
Discussions = 140 points
Mimic Simternship = 120 points
SMART Goals/Objectives = 20 points
Audience Segmentation & Analysis = 40 points
SWOT Analysis = 20 points
Social Media Audit = 50 points
Roles & Responsibilities = 20 points
Social Media Content = 60 points
Social Media Marketing Plan = 150 points
Total = 1,000 points

Final Grade Requirements

A = 900 or more
B = 800 to 899
C = 700 to 799
D = 600 to 699
F = Below 600

Exams (Midterm: 100 points + Final: 100 points = 200 points) CO, 1, 2, 3, & 4

Two major exams will cover material from class lectures, class discussion, guest speakers (if any), handouts and assigned readings. Exams may include multiple-choice, short-answer and essay questions. **There are absolutely no make-up exams without proper documentation** for your absence, which must be provided prior to the absence if at all possible. A missed exam will count as a zero.

Quizzes (18 @ 10 points each = 180 points) CO 1, 2, 3, & 4

Eighteen quizzes will cover material from class lectures, discussions, videos, handouts and assigned readings. Quizzes may include multiple-choice, short-answer, or essay questions. **There are absolutely no make-up quizzes without proper documentation**, which must be provided prior to the missed quiz if at all possible. Any missed quiz will count as a zero.

Mimic Simternship (120 points) CO 1, 2, 3, & 4

Students will be responsible for completing a series of tasks and reflections in the Stukent Social Media Simulator program. This program is designed to give students a "job" as a social media marketing manager, where they are responsible for the social media function of a fictional company. The simulator will give students hands-on experience in what it's like to think strategically, critically, and in a targeted manner to improve the way organizational social media meets the needs of the designated stakeholders. Further details will be provided in Canvas.

Weekly Discussion Forums CO 1, 2, 3 & 4

Students will be required to participate in weekly discussions with their peers. Discussion forums are interactive, many of which ask you to complete a task and then give and receive feedback from peers on your submission. In this way, students gain practical skills not only in connecting the information we are going over to real life, but they will also develop skills in critical thinking, peer review, and providing substantive feedback to one another.

Social Media Audit (100 points) CO 2, 3, & 4

Students will be tasked with reviewing the assigned organization's use of social media. The intent is to pretend that you are providing your social media advice to an organization. Examples of tasks students will be responsible for include: finding and evaluating all of the social media platforms the organization uses, identifying whether the content and tone of the postings are consistent with other channels and are consistent with the organizational voice and brand, identifying best performing posts, evaluating channel performance, calculating return on investment, creating audience profiles, and making recommendations for future use of each social media channel. Further details will be provided in Canvas.

Audience Segmentation Analysis (80 points) CO 2, 3, & 4

Students will be asked to analyze three audiences and develop 3 marketing personas for the assigned organization. They will discuss each audience in detail based on outlined criteria. Finally, they will provide recommendations for engaging with these audiences on social media. Further details will be provided in Canvas.

SMART Goals and Objectives, SWOT, Roles & Responsibilities, & Social Media Content CO 2 & 3

Students will be asked to submit key parts of the Social Media Marketing plan throughout the semester utilizing the fundamental concepts of social media writing. Further details will be provided in Canvas.

Grading Standards

"A" students do not miss classes during the semester. They read and critically engage all the assigned readings before class on their own, and with classmates and the instructor. All assignments are not only complete, but go beyond more than just the minimum requirements. Their assignments are turned in on time or early, exhibit proper style, grammar and format, are well-organized, integrate strategic planning and targeting, and are written precisely and concisely. They take advantage of all rewrite and extra credit opportunities. These students always keep up with current news events, both locally and globally.

"B" students miss a few classes during the semester. They usually read the assigned readings before class. Their assignments exhibit proper style, grammar and format, are well-organized, integrate strategic planning and targeting, and are written precisely and concisely. They take advantage of all rewrite and extra credit opportunities. These students usually keep up with current events.

"C" students miss several classes during the semester. They complete the assigned readings before exams. Written assignments and exams usually exhibit proper style and formatting, but do not always integrate strategic planning and targeting, and are not always well organized or written precisely and concisely. All assignments are turned in on time, and most rewrite opportunities are used. These students sometimes keep up with current events.

"D" students miss four or more classes during the semester and skim assigned readings. Assignments and exams usually exhibit proper style and formatting, but they often lack integrated strategic planning and targeting, and are often not well-organized, or written precisely and concisely. Assignments are not always turned in on time and only some rewrite opportunities are used. They don't keep up with current events.

"F" students fail to attend class consistently, miss exams, written assignments; don't use rewrite opportunities.

Suggestions for Success

Manage your time wisely and stay organized! Learn how to use the required technology. Come to class prepared. Engage in the learning, discussions, and activities that take place in the classroom. Don't be distracted or distract others. Always do your best! ☺

Challenging a Grade on an Individual Assignment

Should a student find at any point during the semester that they wish to challenge a grade they have received on an assignment, they are welcome to do so. Following are the grade challenging guidelines:

- Students must wait 48 hours after receipt of their assignment before challenging the grade
- Grade challenges must be submitted in writing via email, in respectful and professional prose
- Students must articulate, based on the merits of their work (not on circumstances) and the guidelines of the assignment/rubric, why they feel their grade should be amended
- Students have up to 2 weeks to challenge an assignment grade, attempts to challenge a grade after 2 weeks from receiving an assignment back will be automatically forfeited

Students also retain the right to academic grievance for final course grades through standard Chaminade processes should they feel this step is necessary.

University-Wide Policies and Procedures

The following information pertains to university-wide policies and procedures for all classes.

Tutoring and Writing Services

Chaminade offers free one-on-one tutoring and writing assistance to all students. Tutoring and writing help is available on campus at Kōkua 'Ike: Center for Student Learning in a variety of subjects (including, but are not limited to biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors.

Please check Kōkua 'Ike's website (<https://chaminade.edu/advising/kokua-ike/>) for the latest times, list of drop-in hours, and information on scheduling an appointment. Free online tutoring is also available via TutorMe. Tutor Me can be accessed 24/7 from your Canvas account. Simply click Account - Notifications - TutorMe. For more information, please contact Kōkua 'Ike at tutoring@chaminade.edu or 808-739-8305.

Disability Access (ADA)

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from Kōkua 'Ike: Center for Student Learning by the end of week three of the class, in order for instructors to plan accordingly. If a student

would like to determine if they meet the criteria for accommodations, they should contact the Kōkua 'Ike Coordinator at (808) 739-8305 for further information (ada@chaminade.edu).

Academic Honesty

All work submitted by a student must represent his or her own original ideas, concepts, and current understanding. All sources of information collected during research and utilized in an assignment must be correctly documented to avoid plagiarism. Cheating or plagiarism in any form (intentional or unintentional—including passing quiz access codes to students not present in class) is unacceptable. Violations will be penalized pursuant to the university's academic honesty policy and may also result in disciplinary action.

Violations of the Academic Honesty Code are serious. They harm other students, your professor, and the integrity of the University. Alleged violations will be referred to the Office of Judicial Affairs. If found guilty of dishonesty or plagiarism, a student is subject to a range of penalties, including failure of an assignment, failure of an assignment and withholding of the final course grade until a paper is turned in on the topic of dishonesty or plagiarism, failure of the course, and/or suspension from the University.

Violations of Academic Integrity

Violations of Academic Honesty and Integrity includes but is not limited to:

- Intentionally using or attempting to use unauthorized materials, information, notes, study aids, or other devices in any academic exercise.
- Fabrication and Falsification: Intentional and unauthorized alteration or invention of any information or citation in an academic exercise. Falsification is a matter of inventing or counterfeiting information for use in any academic exercise.
- Unauthorized Multiple Submissions: The submission of substantial portions of the same academic work for credit (including oral reports) more than once without authorization.
- Plagiarism: Intentionally or knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source).
- Abuse of Academic Materials: Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resource materials.
- Complicity in Academic Dishonesty: Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.

Plagiarism includes, but is not limited to:

- Copying or borrowing liberally from someone else's work without his/her knowledge or permission; or with his/her knowledge or permission and turning it in as your own work.
- Copying of someone else's exam or paper.
- Allowing someone to turn in your work as his or her own.
- Not providing adequate references for cited work.
- Copying and pasting large quotes or passages without properly citing them.

Academic Conduct Policy

From the 2019-2020 Undergraduate Academic Catalog (p. 39):

Any community must have a set of rules and standards of conduct by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website. For further information, please refer to the Student Handbook.

Credit Hour Policy

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in a minimum of 45 hours of engagement, regardless of varying credits, duration, modality, or degree level. This equates to one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester. Terms that have alternative lengths, such as 10-week terms, should have an equivalent amount of faculty instruction and out-of-class student work to meet each credit hour. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit. The number of engagement hours may be higher, as needed to meet specific learning outcomes.

Specific Credit Situations

The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online discussion, online quizzes or exams; instruction, collaborative group work, internships, laboratory work, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.

How This Course Meets the Credit Hour Policy

This is a three-credit hour course requiring 135 clock hours of student engagement, per the official CUH Credit Hour Policy. Students enrolled in this course are anticipated to spend 23 hours researching and writing the social media marketing plan, 24 hours completing the Mimic Social Simternship, 9 hours taking weekly quizzes, 15 hours participating in class discussions, 10 hours studying for and taking the midterm exam, and 10 hours studying for and taking the final exam. There will be an additional 46 hours of work required beyond what is listed here (course readings, draft writing assignments, etc.), averaging 3.06 hours each week.

Title IX Compliance Policy

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services.