MCOM 3011 Social Media Practicum

College

College of Arts and Sciences

Section

DEM01

Term

2022FA

Class Time & Place

TBD

Campus

Demorest

Course Description

In this practicum, students will work with an external marketing/communications outlet to develop and curate content for multiple social media platforms.

Credits

1

Instructor

Dr. Melissa Tingle

Email Address

mtingle@piedmont.edu

Office

SW-104

Phone

404-271-8598

Office Hours

Monday, Wednesday, Friday: 11:00am – 1:00pm

Textbooks and Class materials

NONE

Student Learning Outcomes

Upon the completion of this course, students will be able to demonstrate the following outcomes-based learning skills:
1. Establish and/or promote a social media brand.
2. Build a strategic plan that supports the brand vision.

3. Develop a presence/campaign for the brand across multiple social and online accounts.
4. Create content for the brand that is engaging and builds followers.
5. Track ROI and analytics for the social media campaign.

Educational Technology Requirements

Face-to-Face

Canvas is the learning management system used by Piedmont University and, through Canvas, students may view the syllabus and grades for this course. The link to Canvas is: https://piedmont.instructure.com/login/ldap.

Grading Scale

To promote fair and consistent assessments, the following grading guidelines will be applied on the total points:

A	100%	to	90%
B	less than 90%	to	80%
C	less than 80%	to	70%
D	less than 70%	to	60%
F	less than 60%	to	0

Grading System

Assignments:

Video #1- Day In The Life: You will create a 20-30 second video about a day in your life at school. It can be a typical day or a special day with a twist! You should generally follow your schedule. DO NOT ENTER ANOTHER CLASSROOM OR DISTURB ANOTHER CLASS. Each group member will make his or her own video utilizing their phones.

Video #2- Viral Trend: You will create a 20-30 second video that puts a Piedmont spin on a TikTok viral trend. Each group member will make his or her own video utilizing their phones.

Video #3- Stitches: You will create a 20-30 second video that stitches to the following prompt: "Tell me you're a Piedmont student without telling me you are a Piedmont student." Each group member will make his or her own video utilizing their phones.

Video #4- Choose Your Own Destiny: You will create a 20-30 second video about anything you would like. Each student will make his or her own video utilizing their phones.

Grading System:

Video Assignments (4): 90%

Meeting Participation (13): 10%

Course Outline/Schedule

PART 3: Course Outline

Week 1	NO MEETING	

Week 2	NO MEETING	
Week 3	Syllabus & Course Overview	Begin Video 1 Assignment- Day in the Life
Week 4	Video 1 Critique Meeting	Critique & Suggested Edits During Meeting
Week 5	Video 1 Re-Shoot Meeting	Progress Check-In
Week 6	Video 1 Final Cut Meeting	Video 1 Final Cut Due by Sunday @11:59pm
Week 7	Video 2 Critique Meeting	Critique & Suggested Edits During Meeting
Week 8	Video 2 Re-Shoot Meeting	Progress Check-In
Week 9	Video 2 Final Cut Meeting	Video 2 Final Cut Due by Sunday @11:59pm
Week 10	Video 3 Critique Meeting	Critique & Suggested Edits During Meeting
Week 11	Video 3 Re-Shoot Meeting	Progress Check-In
Week 12	Video 3 Final Cut Meeting	Video 3 Final Cut Due by Sunday @11:59pm
Week 13	Video 4 Critique Meeting	Critique & Suggested Edits During Meeting
Week 14	Video 4 Re-Shoot Meeting	Progress Check-In
Week 15	Video 4 Final Cut Meeting	Video 4 Final Cut Due by Sunday @11:59pm

Piedmont Policies

Non-Discrimination Policy: It is the policy of Piedmont University not to discriminate in its educational programs, activities, or employment on the basis of sex, gender identity, sexual orientation, physical or mental disability, pregnancy, race, age, religion, color, national or ethnic origin, veteran status, genetic information, or any other category protected by applicable federal, state, or local law.

Piedmont University adheres to the federal definition of a credit hour as an amount of work represented in intended learning outcomes and verified by evidence of student achievement. For the purposes of this definition, an instructional hour equates to direct instruction of 750 minutes for each credit hour awarded. The standard expectation for direct instruction classes is that students will spend a minimum of two hours outside the classroom for each hour spent in class, which is, 1500 minutes per credit hour awarded. Courses that are offered on a schedule other than the full 15-week semester contain the same number of hours as if the course were scheduled for a full semester. No reduction in direct instruction time or work time outside of class is permitted for courses offered in accelerated terms.

The Learning Center exists to help our students reach their various academic goals. The Learning Center offers academic support in all areas, including accounting, foreign languages, math, science, writing, and more. All tutors have excelled in the subjects that they help support and tutors are trained in the art of tutoring. Tutoring sessions and athletes in the Study Hall are monitored to provide the individualized attention our students need to achieve their personal best. We offer support by appointment in Starfish and walk-in availability is provided on a first come first served basis. For more information, please contact Oliver Howington ohowington@piedmont.edu or call 706-778-8500, ext. 1176 or visit: https://www.piedmont.edu/learning-center.

Piedmont University strives to make learning experiences accessible to all participants and will provide reasonable accommodations for students with disabilities. If you experience difficulties, based on the impact of a disability or health condition, please contact the **O**ffice of **A**ccessibility, **R**esources, and **S**ervices (OARS) to initiate a conversation with our Director of Compliance, Equity, and Inclusion, Courtney Snow, about your options. Please know that accommodations are not retroactive, so avoid any delays. Contact Courtney Snow. at csnow@piedmont.edu or 706-778-8500, ext. 1504, or visit Daniel 303 Suite D. To request accommodations (*academic, dietary, housing, or emotional support animals*) please click the link below and use your

Piedmont email and password: https://piedmont-accommodate.symplicity.com/public_accommodation/. If you are already receiving accommodations and need to update your memo or information, please click the link below and use your Piedmont email and password: https://piedmont-accommodate.symplicity.com/students

Statement on Academic Integrity: Students must be familiar with the university academic integrity policy. Plagiarism and other violations of this policy will not be tolerated. Instructors must send any academic integrity concerns directly to the dean who is responsible for the discipline in which the course is taught. See catalog at https://piedmont.smartcatalogiq.com/ for complete policy.

Directives on Completion of Student Work: Course activities designated as quizzes, tests and exams are always to be completed by a student individually and without assistance from other people or resources UNLESS permission for collaboration or the use of external resources is explicitly permitted by the course professor(s). Hence all quizzes, tests and exams are to be considered closed-book/closed-notes and closed-internet (e.g., Google searches). Artificial intelligence apps are also banned on quizzes, tests and exams unless explicitly permitted by the course professor(s).

Student Email Policy: All Piedmont University students are required to use their Piedmont Lions email account (see Catalog at https://piedmont.smartcatalogiq.com/ for complete policy). Since the Lions account is an official communications channel of the university, students are responsible for all information distributed to them through their account. Students are expected to check it daily.

Withdrawal Policy: Within the first several days of a term, students may add and drop courses with the permission of their advisor. The ranges for drop/add vary depending on the term (Fall, Spring, or Summer) and duration of the class (8 week or 15 week). Students should check the academic calendar for specific information. After this time, students may withdraw from a class. Please refer to the university catalog at https://piedmont.smartcatalogiq.com/ for the particulars regarding the withdrawal policy.

Excused Absence Policy: Student absences for university-sanctioned events are generally considered excused absences because they are supportive of the university program. However, there are exceptions to the policy as noted in the University catalog. When absences are excused, instructors must allow students to make up any work that has been missed. Students are responsible for notifying their instructors, in advance, about absences from class due to participation in university-sanctioned events. See full policy in the University catalog at https://piedmont.smartcatalogiq.com/.

Starfish$^®$: We Care About Your Success! We have partnered with Starfish Retention Solution, creating a platform for communication and resources focused on supporting your efforts throughout your educational journey. During the semester you may receive emails or texts from Starfish® regarding your course grades or academic performance. Please pay attention to these communications and consider taking the recommended actions. They are sent to help you be successful. In addition, your instructor may: (1) request that you schedule an appointment by going to Starfish, or (2) recommend that you contact a specific campus resource, such as tutoring or counseling. You may also be contacted directly by one of these services. You can quickly connect to many resources using Starfish. We hope you will choose to use the tool to support your success. You may access Starfish at https://piedmont.starfishsolutions.com/starfish-ops/support/login.html?tenantId=9379.

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