COLLEGE *of*
ARTS & SCIENCES
PIEDMONT UNIVERSITY

Course Syllabus
2022-2023

MCOM 3250 Social Media and Mobile Applications

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College

College of Arts and Sciences

Section

HYB01

Term

2023SP

Class Time & Place

M/W/F 11:00 AM - 11:50 AM Swanson Center, 119 Lecture

Campus

Hybrid

Prerequisites

MCOM 2600

Course Description

In this advanced Web course, students will further their knowledge and skills in Web design using various software programs, including Adobe Dreamweaver. Also, students will apply their communication and Web design skills by working in conjunction with an outside client to produce a website for the client's use.

Credits

3

Instructor

Dr. Melissa Tingle

Email Address

mtingle@piedmont.edu

Office

SW 104

Phone

404-271-8598

Office Hours

Wednesday 12-2:00pm

Textbooks and Class materials

No required materials

Student Learning Outcomes

Upon the completion of this course, students will be able to demonstrate the following outcome-based learning skills:
1. Basic knowledge of emerging media.
2. Basic introductory experience with programs and technologies being experimented and/or used in the communications industry.
3. Developed skills in finding and teaching themselves new skills not only related to Emerging Media but also other tasks that are typically required in the workplace.

Educational Technology Requirements

Online/Hybrid

Minimum technology requirements for online and hybrid courses may be found at the following URL: https://www.piedmont.edu/academics/technology-requirements/.

Active, weekly participation is required as a minimum standard to register attendance in an online or hybrid course. Logging onto a course, in the absence of active participation, is not sufficient to register attendance.

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

Module Discussions (16 x 12.5pts)= 200pts

After each class, a discussion question will be posted on Canvas about some aspect of the week's lectures, discussion or activity. Each student will write a 250 word (minimum) response reacting to the question or topic posed, which should include aspects of what was provided in that day's class, class discussions or other related topics. APA format style and references are required, and links to additional materials, videos, supporting info, etc., are encouraged. All students must substantively reply to at least two other students' posts.

Content Creation Assignments= (4 x 100pts)= 400pts

For each assignment, you will be responsible for choosing a topic area that you are interested in professionally. This can be a scholarly area, but it does not have to be—it could be the field you work in, an area you'd like to work in, or what it's like to be Kanye West's publicist (probably very difficult). You will be responsible for creating a variety of new and unique content within that area on a variety of platforms. You will both create the content (write the tweet, take the Instagram photo, or YouTube video, make the meme, etc.) and write a brief discussion of what you've created (why you made the choices you did and what goals/objectives/ideas you think it fulfills for the field).

Module Quizzes= (15 x 10pts)= 150pts

Final Project= 150pts

Each student will be assigned (randomly by the professor) into three different departments of a fake small social media firm (Creative/Development, Legal/Compliance, and Brand Management). We will have a mock business meeting which where we will examine upcoming campaigns for certain brands, motion pictures (streaming, TV and theatrical), streaming platforms, and use of certain influencers and discuss messaging, positioning, and tactical strategies and how they relate to the "power of moments." Each department's role is to advise me (CEO) on how best to use each piece, compliance issues and messaging strategy and tactics. A healthy debate is encouraged as my role will be, at minimum, to find the flaw or expense in every idea and arbitrarily reject them. This project will be detailed more completely in the assignment summary and a meeting agenda will be circulated 1 week before the class day, with collaboration by team members to be done via GroupMe. This will be a live, in-class experience during our final week of class.

Attendance

COURSE ATTENDANCE POLICY

Attendance, timeliness, and participation are required and part of your grade. Please keep in mind that *any* absence is likely to have a detrimental effect on your grade.

- More than two unexcused absences will result in a letter reduction in your course grade.
- More than five unexcused absences will result in failure of the course.
- Excused absences include participation in recognized school events and illness verified by a doctor's note.
- If you are tardy three times, it equals one absence.

Course Outline/Schedule

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Module One Social Media Past & Present (1/9 to 1/15) F2F Class Meeting on 1/11	Module One | Overview Module One | Introduction Module One | Lessons Module One | Discussion Module One | Quiz
Module Two Social Media Past & Present (1/16 to 1/22) F2F Class Meeting on 1/18	Module Two | Overview Module Two | Introduction Module Two | Lessons Module Two | Discussion Module Two | Quiz
Module Three Facebook & Twitter (1/23 to 1/29) F2F Class Meeting on 1/25	Module Three | Overview Module Three | Introduction Module Three | Lessons Module Three | Discussion Module Three | Quiz
Module Four Instagram, SnapChat & TikTok (1/30 to 2/5) F2F Class Meeting on 2/1	Module Four | Overview Module Four | Introduction Module Four | Lessons Module Four | Discussion Module Four | Quiz
Module Five LinkedIn & Hootsuite (2/6 to 2/12) F2F Class Meeting on 2/8	Module Five | Overview Module Five | Introduction Module Five | Lessons Module Five | Discussion Module Five | Assignment: Content Creation Module Five | Quiz

Module Six LinkedIn & Hootsuite (2/13 to 2/19) F2F Class Meeting on 2/15	Module Six | Overview Module Six | Introduction Module Six | Lessons Module Six | Discussion Module Six | Quiz
Module Seven Blogs, Vlogs, YouTube and More (2/20 to 2/26) F2F Class Meeting on 2/22	Module Seven | Overview Module Seven | Introduction Module Seven | Lessons Module Seven | Discussion Module Seven | Quiz
Module Eight Social Media & Marketing (2/27 to 3/5) F2F Class Meeting on 3/1	Module Eight | Overview Module Eight | Introduction Module Eight | Lessons Module Eight | Discussion Module Eight | Assignment: Content Creation Module Eight | Quiz
Module Nine Spring Break- No Class	No Assignments Due
Module Ten Social Media & Marketing (3/13 to 3/19) F2F Class Meeting on 3/15	Module Ten | Overview Module Ten | Introduction Module Ten | Lessons Module Ten | Discussion Module Ten | Quiz
Module Eleven Social Media & Marketing (3/20 to 3/26) F2F Class Meeting on 3/22	Module Eleven | Overview Module Eleven | Introduction Module Eleven | Lessons Module Eleven | Discussion Module Eleven | Assignment: Content Creation Module Eleven | Quiz

Module Twelve Social Media & Academics (3/27 to 4/2) F2F Class Meeting on 3/29	Module Twelve | Overview Module Twelve | Introduction Module Twelve | Lessons Module Twelve | Discussion Module Twelve | Quiz
Module Thirteen Social Media & Academics (4/3 to 4/9) F2F Class Meeting on 4/5	Module Thirteen | Overview Module Thirteen | Introduction Module Thirteen | Lessons Module Thirteen | Discussion Module Thirteen | Quiz
Module Fourteen Social Media & the Workforce (4/10 to 4/16) F2F Class Meeting on 4/12	Module Fourteen | Overview Module Fourteen | Introduction Module Fourteen | Lessons Module Fourteen | Discussion Module Fourteen | Assign: Content Creation Module Fourteen | Quiz
Module Fifteen Social Media & the Workforce (4/17 to 4/23) F2F Class Meeting on 4/19 F2F Class Meeting on 4/26	Module Fifteen | Overview Module Fifteen | Introduction Module Fifteen | Lessons Module Fifteen | Discussion Module Fifteen | Final Project Module Fifteen | Quiz

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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