

CMST A236: DIRECTED PRACTICE FOR SOCIAL MEDIA STRATEGIST

Item	Value
Curriculum Committee Approval Date	11/01/2023
Top Code	061000 - Mass Communications
Units	2 Total Units
Hours	108 Total Hours (Other Hours 108)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

A supervised internship classroom-based learning and experience in a work setting where social media is an essential component of the overall organizational strategy. This work experience course is designed to assist students to acquire the knowledge and skills to analyze, create, implement, and evaluate social media technology. Four courses within the Social Media Strategist career program must be taken prior to enrolling in this course. PREREQUISITE: CMST A109; MKTG A100; ENGL A123; and CMST A185 or BUS A185 or FASH A225. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate employability skills and accomplish established objectives at an internship site.

Course Objectives

- 1. Conduct search for appropriate internship site related to education and career goals.
- 2. Interview in a professional manner at an internship site.
- 3. Write measurable learning objectives appropriate to the internship.
- 4. Maintain records of internship experiences and time spent at internship site.
- 5. Identify employable skills related to social media technology.
- 6. Research industry culture and determine appropriate etiquette and ethics.
- 7. Summarize accomplishments of learning objectives and effectiveness of internship site and program.
- 8. Write a reflective summary for each field site objective.

Lecture Content

Career Search Research companies for internship Utilize library, placement center, online job sites On-Site Interviewing Conduct successful interview at internship site Dress appropriately for the work site Write measurable learning objectives related to personal and internship site needs Include what needs to be accomplished State how it will be accomplished Include completion date Research employability skills specific to assignment Complete an exit interview and add results

to final paper summary Employment Skills Research company culture Time Management Effective verbal and nonverbal communication Evaluation of Internship Write a summary of accomplishment of learning objectives and effectiveness of internship experience.

Method(s) of Instruction

- Work Experience (20)
- Directed/Independent Study (40)
- Field Experience (90)

Instructional Techniques

Lecture, discussion, online research, and field site instruction.

Reading Assignments

Online company research to include customer base, stakeholder, products and services. Research and identify characteristics of a successful social media campaign as it related to the internship site.

Writing Assignments

Maintain record of internship experience and document hours. Write a report of internship experience.

Out-of-class Assignments

Field site instruction at the internship site.

Demonstration of Critical Thinking

Independent research Participation at Internship Site Summary of accomplishments of field site objectives

Required Writing, Problem Solving, Skills Demonstration

Maintain record of internship experience and documentation of hours worked. Preparation of a report that summarizes internship experience and work completed while at internship site.

Eligible Disciplines

Communication studies (speech communication): Masters degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelors degree in any of the above AND masters degree in drama/ theater arts, mass communication, or English OR the equivalent. Masters degree required. Marketing: Masters degree in business administration, business management, business education, marketing, advertising, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required. Public relations: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.