

DMC C160: SOCIAL MEDIA STRATEGIES

Item	Value
Curriculum Committee Approval Date	12/06/2024
Top Code	061000 - Mass Communications
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

This course explores the dynamic landscape of social media and emerging media strategies, focusing on their application in organizational contexts. Students will gain an understanding of various social media platforms, content creation techniques, audience engagement strategies, and analytics tools. The course will also address ethical considerations and best practices in social media use, preparing students to effectively navigate and leverage these technologies in professional settings. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Analyze the role of social media in organizational communication and marketing strategies.
2. Create compelling content tailored to specific social media platforms and target audiences.
3. Evaluate the effectiveness of social media campaigns using analytics tools and metrics.
4. Develop a comprehensive social media strategy for a real or hypothetical organization.
5. Understand and apply ethical standards and best practices in social media use.

Course Objectives

- 1. To familiarize students with the fundamental concepts and terminology of social media and emerging media.
- 2. To provide practical skills in content creation, including writing, design, and multimedia production.
- 3. To identify and analyze target audiences and select appropriate platforms for engagement.
- 4. Enhance critical thinking and problem-solving skills through the development of strategic social media plans.
- 5. Understand the ethical implications and responsibilities associated with social media use.

Lecture Content

Introduction to Social Media. Overview of Social Media and its evolution. Importance of Social Media in modern communication. Careers in

Social Media. Social Media and Emerging Media Platforms. Examination of major Social Media platforms. Understanding platform-specific characteristics and audience demographics. Content Creation Basics Principles of effective content creation. Types of content: text, images, videos, live streams, podcasts Tools for content creation and design. Audience Analysis and Engagement Identifying target audiences. Techniques for audience engagement and interaction. mily: arial, helvetica, sans-serif; font-size: medium; Best practices for building online communities. Social Media Strategy Development Elements of a successful social media strategy. Setting goals and objectives for social media campaigns. Case studies of successful social media strategies. Measuring Social Media Success. Key performance indicators (KPIs) for social media. Tools for monitoring and analytics. Interpreting data to inform strategy adjustments. Emerging Media Trends Exploration of emerging media technologies (AR, VR, AI). Impact on trends on social media strategies. Future directions for social media and communication. Ethics and Best Practices in Social Media tyle="font-size: medium; font-family: arial, helvetica, sans-serif; Understanding the ethical implications for social media use. Issues of privacy, misinformation, and online behavior. Best practices for responsible social media management.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, discussion, written assignments, oral presentation, project, case-study, and use of social media platforms.

Reading Assignments

Students will read assigned texts, online-related sources, videos, audio and materials provided by the instructor.

Writing Assignments

Students will create a social media campaign, identifying a target audience, create goals and objectives and use analytics tools to measure its success against predetermined metrics.

Out-of-class Assignments

Students will complete an analysis that examines an organization's use of social media, highlighting how it integrates with its overall communication and marketing strategies. Students will design and produce social media content crafted for different social media platforms, demonstrating their ability to tailor messaging for diverse audiences.

Demonstration of Critical Thinking

Students will analyze social media campaigns, trends in social and emerging media and demonstrate understanding of effective social media strategies.

Required Writing, Problem Solving, Skills Demonstration

Students will actively monitor and analyze social media platforms. Students will create goals, objectives and strategies to effectively implement on social media platforms.

Eligible Disciplines

Communication studies (speech communication): Master's degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelor's degree in any

of the above AND master's degree in drama/ theater arts, mass communication, or English OR the equivalent. Master's degree required. Mass communication: Master's degree in radio, television, film, mass communication, or journalism OR bachelor's degree in any of the above AND master's degree in drama/theater arts, communication, communication studies, business, telecommunications, or English OR the equivalent. Master's degree required.

Textbooks Resources

1. Required Barker, M., Barker, D., Bormann, N., Roberts, M., Zahay, D.. Social Media Marketing a Strategic Approach., 3rd ed. Cengage Learning , 2023 2. Required Clappitt, P G.. Social Media Strategy: Tools for Professionals and Organizations, ed. Sage, 2020 3. Required Quesenberry, K A.. Social Media Strategy Marketing, Advertising, and Public Relations in the Consumer Revolution, , 3rd ed. Rowman Littlefield , 2020