

DMC C161: WRITING FOR SOCIAL MEDIA

Item	Value
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
Grading Policy	Standard Letter (S)

Course Description

This course focuses on the essential skills and techniques required for effective writing in social media contexts. Students will learn how to craft engaging, concise, and audience-targeted content across various platforms. The course emphasizes understanding the unique characteristics of platforms, developing a brand voice, and utilizing multimedia elements to enhance storytelling. Through practical assignments and real-world examples, students will develop the ability to create compelling social media content that resonates with diverse audiences. Transfer Credit: CSU.

Method(s) of Instruction

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