



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number	Course Title	Credits
CMN146	Social Media Technologies	3
Hours:	Co- or Pre-requisite	Implementation Semester & Year
Lecture/Lab/Other 2 Lecture / 2 Lab		Fall 2022

Catalog description: A historical, critical, and practical approach to understanding the nature of social media technologies, particularly as it pertains to blogging and microblogging. Explores theories and principles of marketing, branding, copyright, engagement, and attention. Students manage a social media campaign project.

General Education Category: Not GenEd | **Course coordinator:** Barry Levy, 609-570-3465, levyb@mccc.edu

Required texts & Other materials:

There is no required textbook for this course. Materials will be provided through Blackboard.

Course Student Learning Outcomes (SLO):

Upon successful completion of this course, the student will be able to:

1. Demonstrate a proficient grasp of the theoretical and strategic concepts surrounding social media both critically and practically. [Supports ILG #1, 5, 7 ; PLO #3]
2. Discuss the historical development of the social web. [Supports ILG #1, 7, 8 ; PLO # 3]
3. Produce strategic content for a branded campaign using a variety of social media tools with the intent of attracting, engaging, and maintaining an audience. [Supports ILG #1, 4, 8, 9 ; PLO #1, 2, 6]
4. Identify and utilize popular social media platforms as necessary for content distribution. [Supports ILG #4 ; PLO #3, 5]
5. Collect, analyze, and understand web metrics, analytics, and insights to help inform content creation. [Supports ILG #1, 4, 5, 8, 9 ; PLO #5, 6]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 5. Social Science. Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

Institutional Learning Goal 7. History. Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Digital Film & Television (PLO)

1. Write, produce, direct, and edit a variety of digital films and video productions.
2. Utilize digital and audio editing software to express their creative visions through vision and sound.
3. Analyze Films representing a wide range of historical and cultural perspectives.
4. Demonstrate technical proficiency in all aspects of a broadcast studio.
5. Manage the collaborative creative process, working within all aspects of the production process.
6. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I **Foundation of the Social Web [Supports Course SLO #1, 2]**

Learning Objectives

The student will be able to:

- Identify the key technical and social components of contemporary social media platforms
- Discuss significance of 20th century U.S. social movements that contributed to the formation of social media
- Describe the impact social media has had on traditional forms of media and commercial institutions
- Describe the evolution of the World Wide Web in its past, present, and future stages

Unit II **Attention & Engagement Economies [Supports Course SLOs #1]**

Learning Objectives

The student will be able to:

- Explain the primary business model for social media platforms and define the audience as a measurable commodity
- Understand the role of human emotion within online interactions between producer and consumer
- Identify common strategies for maximizing attention and engagement when creating social media content

Unit III **Social Listening Research [Supports Course SLOs #3, 5]**

Learning Objectives

The student will be able to:

- Discuss the importance and process of social listening as it pertains to social media management
- Conduct research using a variety of social media platforms to inform decision-making when managing a campaign
- Interpret research findings to develop marketing strategies

Unit IV **Blogs & Microblogs [Supports Course SLOs #3, 4]**

Learning Objectives

The student will be able to:

- Compare the pillars of blogging to the traditional forms of media communication
- Differentiate between blogs and microblogs, focusing on their individual characteristics
- Construct and design a blog for use within a campaign
- Prepare multimedia content that includes text, images, video, and sound.

Unit V **Branding** [Supports Course SLOs # 1, 3]

Learning Objectives

The student will be able to:

- Differentiate between a brand image and brand name
- Identify the best practices for establishing an identity on social media
- Recognize the importance of uniformity, consistency, and predictability as it pertains to brand theory

Unit VI **Copyright Law** [Supports Course SLOs #1, 2]

Learning Objectives

The student will be able to:

- Define the primary intent behind copyright law in the U.S.
- List the exclusive rights of copyright holders
- Explain Fair Use and apply it to copyright law
- Demonstrate responsible content creation within copyright law and fair use within social media campaign management

Unit VII **Campaign Management** [Supports Course SLOs #3, 4, 5]

Learning Objectives

The student will be able to:

- Implement a social media campaign around a central theme, cause, or topic
- Construct and manage a blog on a weekly basis
- Organize multimedia content on microblogs
- Design branding and marketing strategies to attract a following for a campaign topic

Unit VIII **Analytics** [Supports Course SLOs #5]

Learning Objectives

The student will be able to:

- Collect audience metrics across a variety of platforms for analysis
- Use analytics to develop meaning from the numbers
- Analyze data to identify behavioral trends, demographics, and content performance
- Make data-driven decisions to formulate future campaign strategies

Unit IX **Podcasting** [Supports Course SLOs #3, 4]

Learning Objectives

The student will be able to:

- Produce an audio podcast episode
- Demonstrate basic audio recording & editing techniques
- Research, organize, format, and effectively communicate information to listeners
- Use RSS/XML Feeds and podcatchers to make media content syndicable

Evaluation of student learning:

All course student learning outcomes will be assessed by the following activities. Writing assignments are designed to evaluate the student's knowledge and comprehension of the lecture and reading materials. Students will be evaluated based on their ability to demonstrate practical application of theories and strategies through the campaign management project, culminating in a final analysis.

Grades will be assigned as detailed below:

Writing Assignments	20%
Campaign Project	35%
Final Campaign Analysis	10%

Participation/Discussion/Presentations	20%
Final Exam	15%