

Course Number and Title: COM 243 – Social Media

Campus Location:

Georgetown

Effective Date:

2021-51

Prerequisite:

ENG 101, COM 140 or MKT 212

Co-Requisites:

none

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

Course Description:

This course provides students with an introduction to the history, theory, technology, and uses of social media. Students explore the possibilities and limitations of social media and gain hands-on experience with several forms of social media technology.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Disclaimer:

Students have the opportunity to earn certification from MediaBistro.

Core Course Performance Objectives (CCPOs):

1. Identify the major social media platforms and the roles they play. (CCC 1, 5, 6; PGC 1, 2, 3, 4)
2. Create content for various social media platforms. (CCC 2, 5; PGC 2, 3, 4)
3. Evaluate social media strategies and analytics. (CCC 1, 5, 6; PGC 1, 2, 3, 4)
4. Identify current trends and innovations in social media. (CCC 1, 3, 4; PGC 1, 2, 3, 4, 5)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Identify the major social media platforms and the roles they play.
 1. Distinguish between business and personal usage of social media.
 2. Differentiate among various social media platforms within personal and professional usage.
 3. Identify current social media industry trends.
2. Create content for various social media platforms.
 1. Identify elements of successful social media usage, branding, and marketing.
 2. Identify target audiences through analytics.
 3. Identify and create strategies for successful objectives.
 4. Develop and implement social media branding/marketing plan.
3. Evaluate social media strategies and analytics.
 1. Analyze various metrics in which analytics are gathered.
 2. Identify quality information on target audience.
 3. Prepare reports on information gathered through data measuring.
4. Identify current trends and innovations in social media.
 1. Create and maintain a social media account.
 2. Compose and edit social media messages for a target audience.
 3. Compare the strengths and weaknesses of current social media technologies and tools.

Evaluation Criteria/Policies:

The grade will be determined using the Delaware Tech grading system:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
0	-	69	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):

1. Analyze the impact of media on society.
2. Produce media products that meet professional standards.
3. Apply principle of design to media products.
4. Demonstrate effective professional communication skills.
5. Apply professional, ethical, and legal standards of behavior.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.