

Syllabus
AST 3381 Social Media Applications
Spring 2016

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ACR 102

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Office Hours:

TTh 9:30-12 Noon; MTuW 2:00 – 3:30 p.m.

Other times by appointment; schedule may vary for meetings and conferences.

Course Objectives

At the end of the course, students will be able to:

- Research, locate, listen, post, create, and evaluate using a variety of Social Media/Web2.0 applications including but not limited to the following: blog, podcast, wiki, video, social bookmarking, social networking
- Identify the advantages and disadvantages of Web2.0 to business, educational, and personal interests, including etiquette, privacy, and security.
- Create, edit, an appropriate personal blog, podcast(s), wiki, and social networking page using established guidelines for usefulness, effectiveness, and quality.
- Use decision-making skills in assigned small group settings to determine the feasibility of, as well as topics and scripts for, social media to meet university and/or community needs.

Books, Software, and Equipment

- **Book**
 - No textbook is required for this course; however, numerous online resources will be used, including Atomic Learning, print, PowerPoint, audio/video, scheduled free webinars. Some, but not all, materials will be located in Blackboard and/or linked in the social media applications themselves.
- **Applications**
 - Login accounts to several social media projects are required and will be assigned.
- **Equipment Needed (Purchase, share, borrow)**
 - Microphone
 - Purchase your own good quality, noise-cancelling headset microphone.
 - Web camera/video camera/cell phone with video capture
- **Software**
- Specific software such as Audacity and Lame Encoder DLL (Free) (needed together)
- (<http://www.sourceforge.net>) is required for the podcast project. Both are open source and free. Audacity and Lame Encoder are available in the ACR computer labs on campus, hopefully.
- Other: Jing (free) (<http://www.techsmith.com>)
- Other as assigned

Program Learning Objectives

PLO 1	Apply computer literacy and fundamental computer applications skills to business-related documents.
PLO 2	Communicate business information through written, oral and other delivery processes.
PLO 3	Analyze, design, and demonstrate skills and knowledge applied to the supervisory and training functions in a business environment.
PLO 4	Apply and demonstrate skills of specialized, industry-standard photo-editing software to produce Documents and media relevant to business

Evaluation	Percent of Final Grade
Social Media Major Project	40%
Social Media Research & Assignments	35%
Social Media/Course Participation	25%
Total	100%

Attendance/Participation

Online attendance is required. Most of the work and participation in this course will be conducted using social media tools. High-speed Internet will provide the best results. You may access these tools using a computer or smart phone that has Internet. The Sul Ross Library computers are available for your use.

Participation is required and will be documented via the tools used; you will use the social media tools primarily; however, Blackboard will also have resource links and background information concerning specific assignments. You are responsible for checking your email, social media tools, and Blackboard frequently and regularly for updates.

Distance Education Non-Participation Statement (University Policy)

Policies in effect for on-campus, traditional classroom instruction courses also apply to students enrolled in distance education courses, including Web-based and ITV courses. The University allows a maximum of 20% absences in a course before an instructor may drop a student for excessive absences. In Web courses, this policy is interpreted as not participating for more than 3 weeks in a long semester, 1 week in a summer session, or 3 days in the midwinter session. Any student dropped for non-participation will receive an F in the course dropped. Inactivity may include the following:

- not logging on to the course
- not submitting assignments
- not participating in scheduled activities
- not communicating with the instructor by phone or email, and/or
- not following the instructor's participation guidelines stated in the syllabus

The University Policy on non-attendance/non-participation in a web course will be enforced.

Small Group Participation

Students may work with another student to complete certain social media projects. Students who choose to partner with another classmate must designate the names of the persons involved for each of the projects.

Assignments/Projects

Assignments will include, but not limited to, reading documents and accessing web links, listening to audio/video or PowerPoint presentations, logging into Atomic Learning training, participating in social media applications, creating and maintaining social media projects (blog, podcast, wiki, social networks, social bookmarking, YouTube, and other as assigned). These projects will be evaluated on the basis of content quality and appropriateness for the purpose of the project. The instructor's evaluation is final; in some instances, external input from other professionals may be sought by the professor.

Social Media Research/Reports

Students must work individually and independently on assigned social media research and reports which will include researching the use of social media by a variety of existing businesses, agencies, organizations, institutions, and individuals.

A major project will be to coordinate with an existing department, office, business/company, organization, club, not-for-profit to create, update, and manage social media marketing presence. Permission of the owner or other significant person in the organization will be required. Documentation will be required throughout the semester.

Privacy and Security and Etiquette

Social Media is open. Your posts, comments, and access of others to the various social media applications will be visible to others. Be cautious of any extremely personal information you divulge in your posts. While we want to be able to share and get familiar with each other's interests, please respect others'

privacy. Security should always be a concern when integrating social media into the workplace. Please follow common-sense etiquette guidelines that are available and recommended in this course. If, in the opinion, of the professor, comments and posts are unreasonable, defamatory, or harmful, the student will be contacted and further action taken with University official. Individuals who disturb the learning process will be reported to University staff and administration, if necessary.

Plagiarism

Students are encouraged to share experiences throughout the course and work in groups on certain social media projects while working independently on research reports. However, all sources of information, whether print, audio, video, web, or other must be cited (footnote, endnote).

You may use APA (business and social science majors usually) or MLA, Turabian, or other preferred citation styles. If the information belongs to someone else first, please give credit. It's just that simple. The professor will submit written research reports to Blackboard's Safe Assign feature. If significant content is not cited, the student will be notified and given time to correct the assignment. If the paper is not corrected, the student will receive a grade of F on that assignment and will be final.

Sul Ross Help Desk

If you experience problems with Blackboard, Banner, and Sul Ross email, contact the HELP DESK
<http://www.sulross.edu/ltac> or 432-837-8888

Schedule

Date	Planned Activity*
Jan 19-Feb 2	Blackboard course activated. Syllabus Posted Login/join various social media applications as assigned Participate in social media application discussions
Feb 2- 16	Social Media Assignments/Interaction/Projects Continue Social Media Research begins
Feb 16-Mar 1	Social Media Assignments/Interaction/Projects Continue Social Media Research continues
Mar 1 - 22	Social Media Assignments/Interaction/Projects Continue Social Media Research continues
Mar 22 – Apr 5	Social Media Assignments/Interaction/Projects Continue Social Media Research continues
Apr 5 - 19	Social Media Assignments/Interaction/Projects Continue Social Media Research continues
Apr 19 – May 3	Social Media Assignments/Interaction/Projects Continue Social Media Research continues
Apr 28-May 8	Social Media Assignments/Projects/Research Completed & Due May 10, 12 Noon

*May be modified if necessary