

Instructor Information

Dr. Eric Busby
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Office Hours: By Appointment

Class Time and Location: ONLINE with virtual lectures

Required Textbook: None Required

Reference (*Not Required to Purchase*):

Apps/Websites (we will discuss/use in this class):

Hootsuite, Blackboard, Zoom, Instagram, LinkedIn, Twitter, Trello, Microsoft Teams, Slack, YouTube



There will also be additional reading material assigned in the form of handouts that contain industry related information. Students will be responsible for that information on tests and quizzes.

Course Description

Social media (SM) is changing how business is done around the world in almost every industry and has captured the attention of companies both large and small. As more and more people take to their computers and mobile devices to connect with friends, post their opinions, and engage in conversations, it's vital for business leaders to understand this phenomenon and how to prepare their organizations to thrive when customers wield more power and influence over businesses than ever before. This course is designed to help you understand the value of social media so that you can begin to appreciate its true value to consumers, to managers, and to other stakeholders. It intended to equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving your overall business or personal goals.

Note: This course is NOT about specific online social media platforms that you may know well from a user's perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will be discussed, it is important to know in advance that this course is not solely about these platforms. The intention is to broaden your perspective, train you to approach SM from a strategist's standpoint, and not narrow your thinking by focusing on just a few platforms that happen to be important now.

The emphasis of this course is instead on understanding audiences' social interactions, examining the various social media channels available to marketers, learning how to build social media strategies, and practicing how to track their effectiveness.

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Student Learning Outcomes

This course is designed to meet one or more of the following Student Learning Outcomes:

1. Students will demonstrate an understanding of the best practices and principles in social media management, effective social media content and campaigns.
2. Students will learn to create, analyze, and optimize social media content and campaigns.
3. Students will learn to define and analyze audiences for and with social media to measure the effectiveness of social media strategies.

Course Objectives

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

- Develop skills in using the predominant social media tools currently available for business/marketing communication.
- Understand how to use various social media channels to publish and disseminate relevant branded content to engage audiences and to increase social impact, influence, and value.
- Evaluate multi-media websites based on usability and design principles.
- Recognize trends in online media.
- Develop a proposal for research related to the topics discussed in class OR a social media plan for an organization.

This class is intended to be a learning experience, and your participation is required for you to be successful. As such the class structure, lesson topics, and overall learning environment will emphasize more than just knowledge comprehension.

SRSU Accessibility Services Statement

SRSU Disability Services. Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Alpine students seeking accessibility/accommodations services must contact Mary Schwartz Grisham, M.Ed., LPC, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email mschwartz@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, SUI Ross State University, Alpine. Texas, 79832.

Library Information

The Bryan Wildenthal Memorial Library in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

The Southwest Texas Junior College (SWTJC) Libraries at Uvalde, Del Rio, and Eagle Pass. Offer additional access to library spaces and resources. Del Rio, Eagle Pass, and Uvalde students may also use online resources available through SWTJC website, library.swtjc.edu. The SWTJC Libraries serve as pick-up locations for Inter-Library Loan (ILL) and Document Delivery from the Alpine campus.

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SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Attendance - Student Expectations

Attendance (regular participation in the online classroom) is essential for maintaining the best learning environment. Learning occurs in relationship not only between student and course materials, but, just as importantly, peer to peer, professor to student, and student to professor. Participation in this course via the Internet is the responsibility of the student. Students receiving benefits from government agencies must adhere to policies stipulated by the specific agency.

NOTE: This Internet class demands that the student be self-motivated and self-disciplined. You are responsible to keep up with the schedule, assignments, and exams. I will be contacting you throughout the semester by email, and Blackboard which is always available.

What You Should Understand About Internet Classes

1. Be realistic about the amount of time required to do the coursework.
2. On-line is NOT easier!
3. Schedule class time just as if you were attending class on-campus
4. Turn in your work ON TIME
5. Participate actively in the class
6. *Use e-mail and the discussion boards to communicate often with your instructor & classmates*
7. Log onto the class at least 5 times a week
8. Do NOT fall behind in your assignments
9. ASK for help when you need help

Distance Education Non-Participation Statement

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.

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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

Any student who has not logged on to this course or submitted any assignments by June 6, 2022 will be considered to have exceeded the University’s policy on “excessive absences” and may be automatically dropped from the course. Blackboard statistics track the logins made and document the sections of the course accessed. These statistics will be used by your professor as a factor in documenting your participation in the course.

Your professor will use Blackboard statistics to document logins to the course and assignments accessed.

Diversity Statement

"I aim to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, socioeconomic class, age, nationality, etc.). I also understand that the crisis of COVID, economic disparity, and health concerns, or even unexpected life events could impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create an inclusive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you."

Classroom Climate of Respect

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose, and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

Class Structure

The course is 100% (Totally) online. Strategies include Reading resources (papers); lectures with assignment instructions and use of the discussion board through Blackboard; written assessments at midterm and final; use of the Internet; and e-mails among students and between individual students and the professor. *Students are responsible for completing all assigned work.*

Discussion Participation

Discussion topics are set up for each module; you are expected to contribute to each discussion by posting a comment and replying to at least 2 other posts. Five points can be earned for each discussion following the guidelines below. Spelling and grammar count.

Time Commitment

You will be expected to log on to the course site 5-6 times per week. You are also expected to participate in all assigned activities including discussions in the course. Students should be prepared to spend at least 4-6 hours per week outside of class on assignments that will include: Homework, Reading Assignments, Lab work and studying for tests and quizzes.

Assignments

All assignments are to be submitted via Blackboard. No late work will be accepted without proper documentation or prior approval by the instructor.

Course Communication: The official e-mail communications channel for this course is the Sul Ross State University e-mail account (yourname@sulross.edu) of each student and professor. For the purposes of this course, no other e-mail account is acceptable.

Due dates: All assignments and projects will be given due dates which must be met. All assignments will be due by 11:59 pm on the assigned day. Assignments and projects will not be accepted if they are turned in late without approval. **Late assignments will lose ten points per calendar day.** Students are responsible for meeting the deadlines even if classes are missed.

Grading: All work will be graded on specific criteria using the following guidelines. Any worksheets will be graded on a points-per-answer basis. Any sketches and drawings assigned will be graded on a 100-point (percentage) scale. Criteria for grading will include accuracy of content, appropriateness of content for assignment, presentation, and clarity. Projects in the lab will be graded on accuracy, neatness, content, adherence to standards, adherence to assignment, and workmanship. Graded items will be broken into specific categories and presented on grade sheets given at the time the assignments are given.

Grading Policy

Final grades will be determined by totals in these areas:

- 15% quizzes
- 25% final exam (comprehensive)
- 30% assignments: homework, lab work, and discussion participation
- 30% final project (group or individual project)

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In the event one of the above categories is not completed during the course that percentage will automatically be divided between the other categories at the same level. All assignment points will be converted to percentages for individual assignment letter grades.

A=100-90;
B=89-80;
C=79-70;
D=69-60;
F=59-0

Grades will be earned on the basis that “C” is average work, “B” is above average work, and “A” is well above average work. Barring any unusual circumstances there will be **NO INCOMPLETES** given at the end of this semester.

Academic Honesty

All students are expected to complete their own work at all times. Any dishonest conduct will be promptly rewarded with an immediate “F”.

Plagiarism

A student guilty of plagiarism and/or cheating will receive a grade of “F” in the course involved and the grade will be so recorded on the transcript. Students giving and receiving assistance in any unauthorized manner during an examination will subject themselves to this cheating policy. A pattern of cheating will result in suspension.

Quizzes

You will not be given advance notice of quizzes. They will be primarily written in nature. There will be no make-up quizzes.

Tests/Exams

All exams will be given on the announced date.

The exams will cover material from class lecture and assigned readings. It is your responsibility to complete the exam when scheduled. Tests will be either administered through Blackboard using various styles of questions covering terminology, equipment, processes, and other items discussed. Participation for the tests is mandatory; no makeup tests will be given.

Midterm Exam

There will be no midterm exam given.

Final Exam

The final exam will be during the week of July 5, 2022. The specific date and time will be announced during the semester. The exam will include written, practical, and analytical portions, and will be comprehensive of the entire semester. Do not make any other plans for that day and time.

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