

Instructor Information

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Office Hours: By Appointment

Class Time and Location: Online

Required Textbook: None Required

References (*Not Required to Purchase*):

- **Hubspot:** <https://academy.hubspot.com/courses/social-media>
- **Glint Advertising:** <https://glintadv.com>

There will also be additional reading material assigned in the form industry-related blogs, podcasts and vidcasts. Students will be responsible for that information on class discussion.

Course Description

This course will introduce the fundamentals of social media, focusing on strategy, content creation, platform-specific best practices and current trends shaping the industry. The course is designed to equip students with the foundational skills needed to create engaging content, understand social media algorithms and stay ahead of emerging trends.

Note: This course is NOT about specific online social media platforms 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 them.

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.
- 4.

Marketable Skills

1. Students will demonstrate knowledge of project management, project planning, scheduling and estimating.
2. Students will demonstrate knowledge of industry safety practices.
3. Students will understand and implement lean philosophies to improve efficiency and eliminate waste.
4. Students will demonstrate the ability to communicate information and ideas verbally and in writing so others will understand.

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 multimedia 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 to succeed. As such the class structure, lesson topics, and overall learning environment will emphasize more than just knowledge comprehension.

SRSU Accessibility Services Statement

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 Schwartze 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 mschwartze@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, Sul 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.

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. Online 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 five times a week.
8. Do NOT fall behind in your assignments.
9. ASK for help when you need help

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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.

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 April 4, 2025 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.

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 two other posts. Spelling and grammar count.

Time Commitment

- You are expected to:
 - Complete six weekly discussion questions and participate in all quizzes via Blackboard.
 - Attend live lectures, as noted in the class schedule.

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:

REQUIRED		
Item	Points	Notes
Live Lecture 1 Attendance	30	Completion
Live Lecture 2 Attendance	25	Completion
Live Lecture 3 Attendance	25	Completion
Discussion 1	20	Completion
Discussion 2	20	Completion
Discussion 3	20	Completion
Discussion 4	20	Completion
Discussion 5	20	Completion
Discussion 6	20	Completion
Quiz 1	100	Numeric Grade
Quiz 2	100	Numeric Grade
Final Project (Brand Case Study or Personal Brand Campaign)	100	Numeric Grade
TOTAL POSSIBLE POINTS	500	
BONUS		
Item	Points	Notes

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Activity: Build an Online Portfolio	20	Completion
Activity: Create a LinkedIn Account with Complete Profile	20	Completion
TOTAL BONUS POINTS OPPORTUNITY	40	

Grading Policy

Final grades will be determined by totals in these areas:

- Lecture attendance
- Discussion participation
- Quizzes
- Final project

Each requirement will be graded based on points. Earning full points for an assignment result in an A and so forth. Earning over 500 points will result in an A for this course.

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 makeup quizzes.

Tests/Exams

There are only discussions, quizzes and a final exam project due for this class.

Midterm Exam

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There will be no midterm exam given.

Final Exam

The final exam project is due by May 7, 2025 at 11:59 p.m. All assignments must be uploaded to Blackboard. Do not email assignments.

AST 3381 Social Media Concepts and Applications

Spring 2025 | Second 8-Week

Tentative Course Outline

The following is a tentative schedule for the semester. The dates provided are the dates new content will be posted onto Blackboard and Google Meet lectures times.

Date	Topic/Learning Experience	Resources
Week 1: March 13, 6 p.m.	LIVE LECTURE (March 13): Google Meet: https://meet.google.com/tru-ussm-fui Course Introduction/Expectations: <ul style="list-style-type: none">History, evolution and purpose of social media	Refer to Blackboard
Week 2: Week of March 17	Understanding Social Media Today: Overview of Popular Social Media Platforms: Instagram, TikTok, LinkedIn, Facebook, X, Reddit <ul style="list-style-type: none">How algorithms work and how they impact content reachBest practices for each platform DISCUSSION 1: DUE FRIDAY, MARCH 21 BY 11:59 PM	Refer to Blackboard
Week 3: Week of March 24	Building a Social Media Strategy: <ul style="list-style-type: none">Defining goals and target audiencesDeveloping brand voice and personalityChoosing the right platformsCreating a content calendar DISCUSSION 2: DUE FRIDAY, MARCH 28 BY 11:59 PM	Refer to Blackboard
Week 4: Week of March 31	LIVE LECTURE (April 3): Google Meet: https://meet.google.com/tru-ussm-fui Content Creation & Posting:	Refer to Blackboard

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	<ul style="list-style-type: none"> • Writing engaging captions • Imagery best practices <ul style="list-style-type: none"> ○ Tools for content creation (Canva, CapCut, Adobe Express) ○ Understanding content types (reels, stories, carousels, etc.) ○ Posting Tools <p>DISCUSSION 3: DUE FRIDAY, APRIL 4 BY 11:59 PM</p>	
<p>Week 5: Week of April 7</p>	<p>Engagement & Building Community:</p> <ul style="list-style-type: none"> • Creating two-way conversations <ul style="list-style-type: none"> ○ Responding to comments and messages ○ Building an authentic online community ○ Using stories, polls, and interactive features <p>DISCUSSION 4: DUE FRIDAY, APRIL 11 BY 11:59 PM</p> <p>QUIZ 1: DUE FRIDAY, APRIL 11 BY 11:59 PM</p>	<p>Refer to Blackboard</p>
<p>Week 6: Week of April 14</p>	<p>Analytics & Measuring Success</p> <ul style="list-style-type: none"> • What metrics matter most (reach, engagement, conversions) • Tools for tracking performance (Meta Insights, Google Analytics, Later) • How to adjust your strategy based on data <p>DISCUSSION 5: DUE FRIDAY, APRIL 18 BY 11:59 PM</p>	<p>Refer to Blackboard</p>

Week 7: Week of April 21	<p>LIVE LECTURE (April 24): Google Meet: https://meet.google.com/tru-ussm-fui</p> <p>Paid Social</p> <ul style="list-style-type: none"> • Basics of paid social media campaigns • User-generated content and collaborations • Budgeting for social media advertising <p>DISCUSSION 6: DUE FRIDAY, APRIL 25 BY 11:59 PM</p>	Refer to Blackboard
Week 8: Week of April 28	<p>Current Trends & The Future of Social Media</p> <ul style="list-style-type: none"> • AI tools in content creation • The rise of short-form video • Social commerce • What's next for social media? <p>QUIZ 2: DUE FRIDAY, MAY 2 BY 11:59 PM</p>	Refer to Blackboard
May 7	Final Project Due: Case Study or Campaign Creation Upload to Blackboard	Refer to Blackboard for Instructions and Grading