School of Media, Art & Design

Social Media Techniques

2020-21 Academic Year

Program	Year	Semester
MAD-Media Fundamentals Certificate	1	2

Course Code:	SOMT 2300	**Course Equiv. Code(s):**	SOME 2400
Course Hours:	42	**Course GPA Weighting:**	3
Prerequisite:	N/A		
Corequisite:	N/A		

Laptop Course: Yes ☐   No ☒

Delivery Mode(s): In class ☒   **Online** ☐   **Hybrid** ☐   **Correspondence** ☐

Pandemic remote teaching delivery mode ☐ **Fully asynchronous**	☒	**Combined asynchronous and synchronous**
Remote proctoring required Yes ☐ No ☒		
Authorized by (Dean or Director): Greg Murphy **Date:** July 2020		

Prepared by		
First Name	**Last Name**	**Email**
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This course supports the following program(s) and program learning outcomes.

MFUN: Media Fundamentals

#1. Write and/or produce targeted assignments in a variety of common media formats and styles.

#2. Describe the relationship of media to the larger social/historical/cultural/political context.

#3. Express researched opinions on current world and Canadian political and social environments.

#4. Conduct basic media research.

#5. Critique the content, form, and delivery of media.

Course Description:

In a few short, social media has profoundly changed the global communication landscape. This course will provide a summary of the major developments in social media and will examine how social media is changing media, business, government, the economy and education in fundamental ways. This course required active participation of students and a willingness to immerse in social media practices

Campus Closure Notice

In the event of a campus closure during which time classes cannot be conducted or attended in person, course delivery will be conducted remotely where possible. Should teaching and learning resume on campus, students may be organized into smaller groups for classroom delivery, in accordance with directions from public health authorities. In either situation, the learning plan sequence and/or evaluation methods may be adjusted to address topics requiring hands-on, practical learning activities.

Subject Eligibility for Prior Learning Assessment & Recognition (PLAR):

Prior Learning Assessment and Recognition (PLAR) is a process a student can use to gain college credit(s) for learning and skills acquired through previous life and work experiences. Candidates who successfully meet the course learning outcomes of a specific course may be granted credit based on the successful assessment of their prior learning. The type of assessment method (s) used will be determined by subject matter experts. Grades received for the PLAR challenge will be included in the calculation of a student's grade point average.

The PLAR application process is outlined in http://www.durhamcollege.ca/plar. Full-time and part-time students must adhere to all deadline dates. Please email: PLAR@durhamcollege.ca for details.

PLAR Eligibility

Yes ☐   No ☒

PLAR Assessment (if eligible):

☐ Assignment

☐ Exam

☐ Portfolio

☐ Other

Course Learning Outcomes

Course Learning Outcomes contribute to the achievement of Program Learning Outcomes for courses that lead to a credential (e.g. diploma). A complete list of Vocational/Program Learning Outcomes and Essential Employability Skill Outcomes are located in each Program Guide.

Course Specific Learning Outcomes (CLO)

Student receiving a credit for this course will have reliably demonstrated their ability to:

CLO1   Explore the major social media platforms used today.

CLO2   Identify key tools used in social media.

CLO3   Explore social media to stay current with information and news.

CLO4   Develop social media skills to expand your personal and professional networks effectively.

CLO5   Create, optimize and promote personal and business profiles online.

CLO6   Understand and apply rules of branding and design within a variety of social media platforms.

Essential Employability Skill Outcomes (ESSO)

This course will contribute to the achievement of the following Essential Employability Skills:

[X] EES 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.

[X] EES 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.

[ ] EES 3. Execute mathematical operations accurately.

[X] EES 4. Apply a systematic approach to solve problems.

[X] EES 5. Use a variety of thinking skills to anticipate and solve problems.

[X] EES 6. Locate, select, organize, and document information using appropriate technology and information systems.

[X] EES 7. Analyze, evaluate, and apply relevant information from a variety of sources.

[X] EES 8. Show respect for the diverse opinions, values, belief systems, and contribution of others.

[X] EES 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

[X] EES 10. Manage the use of time and other resources to complete projects.

[X] EES 11. Take responsibility for one's own actions, decisions, and consequences.

Evaluation Criteria:

The Course Learning Outcomes and Essential Employability Skills Outcomes are evaluated by the following evaluation criterion.

Evaluation Description	Course Learning Outcomes	EESOs	Weighting
Assignment: Assignment 1 Company Creation (including category and market segments)	CLO3	EES5, EES6, EES7, EES8, EES9, EES10, EES11	10
Assignment: Assignment 2 Branding (including PMS colours & strategic thinking)	CLO3, CLO6	EES1, EES4, EES7, EES8, EES9, EES10, EES11	10
Assignment: Assignment 3 Personal Linkedin Profile	CLO1, CLO2, CLO3, CLO5, CLO6	EES1, EES2, EES4, EES10, EES11	10
Assignment: Assignment 4 Company Facebook Page	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	10
Assignment: Assignment 5 Company Pinterest Page	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6	EES1, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	10
Assignment: Assignment 6 Company YouTube Video	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	10
Assignment: Assignment 7 Company Twitter Page	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	10
Assignment: Assignment 8 Final Assignment/ISU	CLO3, CLO5	EES1, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	20
Quiz: Final Quiz	CLO2, CLO6	EES1, EES2, EES4, EES5, EES6, EES10	10
Total			**100%**

Notes:

1. Assignments not submitted by deadline will receive an immediate penalty of 10% a day, up to one week after which a mark of 0 will be applied. Reconsideration will be given at the discretion of the Professor if proper notification and documentation is given.
2. An interim mark will be determined for all first year students to identify their academic progress. This mark will be based on the process grade up to the mid-term date.
3. All projects and assignments created in a group structure will receive 360 degree appraisal.

Required Text(s) and Supplies:

Recommended Resources (purchase is optional):

N/A

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

General College policies related to	General policies related to
+ Acceptable Use of Information Technology	**+** attendance
+ Academic Policies	**+** absence related to tests or assignment due dates
+ Academic Honesty	**+** excused absences
+ Student Code of Conduct	**+** writing tests and assignments
+ Students' Rights and Responsibilities can be found on-line at http://www.durhamcollege.ca/academicpolicies	**+** classroom management can be found in the Program Guide (full time programs only) in MyCampus http://www.durhamcollege.ca/mycampus/

Course Specific Policies and Expectations:

REMOTE DELIVERY/CAMPUS CLOSURE:

In the event of a campus closure during which time classes cannot be conducted or attended in person, course delivery will be conducted online where possible.

Should teaching and learning resume on campus, we may only have limited access to studios, classrooms and equipment. Students may have to be organized into smaller groups for classroom/studio delivery, in accordance with directions from public health authorities. In either situation, the learning plan sequence and/or evaluation methods may be adjusted to address limited access to learning and/or evaluation requiring hands-on, practical activities.

MISSED CLASS:

Students are expected to notify faculty for any absences and take the necessary steps to catch up on any missed content.
If a student should be aware of their absence in advance (ie. Appointment) it is considerate to inform the professor and any other students it may affect.

DEADLINES:

As in a studio, failure to meet deadlines results in loss of credibility and grades. Assignments not submitted by deadline will receive an immediate penalty of 10% a day, up to one week after which a mark of 0 will be applied. Reconsideration will be given at the discretion of the Professor if proper notification and documentation is given.

PARTICIPATION:

This course relies heavily on the ability to immerse oneself into a variety of social media platforms that are currently relevant. Please be aware that the creation and use of a wide variety of social media is required, and the course will not require or allow you to use your pre-existing social media platforms. Exceptions to this rule may be made if decided on as a classroom as a whole.

RESPECT:

Students must conduct themselves with consideration for their classmates, inside and outside scheduled class hours. All students are entitled to enjoy a quiet working environment free of careless distractions and disturbances.

DISRUPTIONS:

Any disruptive behavior in the classroom may result in that student being asked to leave. Students causing disturbances or creating noise, including talking and ambient noise from headphones, will be cited and face disciplinary actions, according to the Policies And Procedures outlined in the Student Handbook.

ACADEMIC DISHONESTY:

Academic dishonesty refers to a variety of practices including, but not limited to: copying another person's work; using unauthorized materials or resources during an evaluation; obtaining unauthorized copies of evaluations in advance; collaborating without permission; colluding or providing unauthorized assistance; falsifying academic documents or records; misrepresenting academic credentials, buying, selling, stealing or soliciting material for the purpose of academic gain; bribing or attempting to bribe personnel; impersonation; submitting the same work in more than one course without faculty authorization; improper use of computer technology and the internet; depriving others of academic resources; misrepresenting reasons for special consideration of academic work; plagiarizing or failing to acknowledge ideas, data, graphics or other content without proper and full acknowledgement.

General Course Outline Notes:

1. Students should use the course outline as a learning tool to guide their achievement of the learning outcomes for this course. Specific questions should be directed to their individual professor.

2. The college considers the electronic communication methods (i.e. DC Mail or DC Connect) as the primary channel of communication. Students should check the sources regularly for current course information.

3. Professors are responsible for following this outline and facilitating the learning as detailed in this outline.

4. Course outlines should be retained for future needs (i.e. university credits, transfer of credits etc.)

5. A full description of the Academic Appeals Process can be found at https://durhamcollege.ca/about/governance/policies/academic-policies .

6. Faculty are committed to ensuring accessible learning for all students. Students who would like assistance with academic access and accommodations in accordance with the Ontario Human Rights Code should register with the Access and Support Centre (ASC). ASC is located in room SW116, Oshawa Campus and in room 180 at the Whitby Campus. Contact ASC at 905-721-3123 for more information.

7. Durham College is committed to the fundamental values of preserving academic integrity. Durham College and faculty members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments could be subject to submission either by themselves or by the faculty member for a review of textual similarity to Turnitin.com. Further information about Turnitin can be found on the Turnitin.com Web site.

Learning Plan

The Learning Plan is a planning guideline. Actual delivery of content may vary with circumstances.

Students will be notified in writing of changes that involve the addition or deletion of learning outcomes or evaluations, prior to changes being implemented, as specified in the Course Outline Policy and Procedure at Durham College.

Wk.	Hours: 3 Delivery: In Class		
1	**Course Learning Outcomes** CLO1		
	Essential Employability Skills		
	Taught: EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	**Practiced:**	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11

	Intended Learning Objectives
	
	  Welcome and Introduction
	    - Discuss Course Outline and Evaluation Criteria
	    - Discuss Program Learning Outcomes
	    - Review Course Expectations & Policies		

	Intended Learning Activities
	
	  Lecture
	  Discussion		

	Resources and References
	
	  On-Screen
	  DCConnect		

	Evaluation		

Wk.	Hours:	3	Delivery:	In Class

2	**Course Learning Outcomes**
	CLO1, CLO6

Essential Employability Skills

Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	**Practiced:**	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11

Intended Learning Objectives

Branding 1
- Discuss marketing & Branding
- Discuss what makes a good brand?
- Explore top 5 brands
- Explain brand consistency
- Outlining branding guidelines

Intended Learning Activities

Lecture
Discussion
Guided Activity - working on Assignment 1

Resources and References

On-Screen
DCConnect

Evaluation

Wk.	Hours:	3	Delivery:	In Class

3

Course Learning Outcomes

CLO1, CLO2, CLO6

Essential Employability Skills

Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11

Intended Learning Objectives

Branding 2
- Review of week 1
- Explain the power of colour & colour theory
- Demonstrate use of colour in a brand
- Explain colour theory

Intended Learning Activities

Lecture
Discussion

Resources and References

On-Screen
DCConnect

Evaluation	Weighting
Assignment: Assignment 1 Company Creation (including category and market segments)	10

Wk.	Hours:	3	Delivery:	In Class

4

Course Learning Outcomes

CLO1, CLO2, CLO4, CLO6

Essential Employability Skills

Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	Practiced:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11

Intended Learning Objectives

The Perils of Social Media
- Explore the dangers of social media
- Demonstrate using known examples

Intended Learning Activities

Lecture
Discussion

Resources and References

On-Screen
DCConnect

Evaluation	Weighting
Assignment: Assignment 2 Branding (including PMS colours & strategic thinking)	10

Wk.	Hours:	3	Delivery:	In Class

5	**Course Learning Outcomes**
	CLO3, CLO4, CLO5

Essential Employability Skills			
Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	**Practiced:**	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11

Intended Learning Objectives

Linkedin
- Discuss personal branding
- Explain value of Linkedin as a resource
- Demonstrate purpose of Linkedin

Intended Learning Activities

Lecture
Discussion
Guided Activity - working on brand mantra

Resources and References

On-Screen
DCConnect

Evaluation

Wk.	Hours:	3	Delivery:	In Class

6	**Course Learning Outcomes**
	CLO2, CLO4, CLO5, CLO6

Essential Employability Skills			
Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	**Practiced:**	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11

Intended Learning Objectives

Facebook
- Discuss elements of Facebook for business
- Explain how to engage customer

Intended Learning Activities

Lecture
Discussion
Guided Activity - working on Facebook page

Resources and References

On-Screen
DCConnect

Evaluation	**Weighting**
Assignment: Assignment 3 Personal Linkedin Profile	10

Wk.	Hours:	3	Delivery:	In Class

7

Course Learning Outcomes
CLO2, CLO5, CLO6

Essential Employability Skills			
Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	**Practiced:**	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11

Intended Learning Objectives

Pinterest
  - Discuss Pinterest application
  - Discuss Pinterest as used in a business environment
Snapchat/TikTok
  - Discuss the growing interest in image sharing
  - Explore how businesses are connecting with potential customers through Snapchat.
  - Discuss Snap's Explore community and how it's being used to target specific demographics

Intended Learning Activities

Lecture
Discussion
Guided Activity - working on Pinterest page

Resources and References

On-Screen
DCConnect

Evaluation	**Weighting**
Assignment: Assignment 4	10
Company Facebook Page	

Wk.	Hours:	3	Delivery:	In Class

8

Course Learning Outcomes

CLO2, CLO3, CLO4, CLO5, CLO6

Essential Employability Skills

Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	**Practiced:**	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11

Intended Learning Objectives

Twitter
- Discuss Twitter application
- Discuss Twitter as used in a business environment

Intended Learning Activities

Lecture
Discussion
Guided Activity - working on Twitter page

Resources and References

On-Screen
DCConnect

Evaluation	**Weighting**
Assignment: Assignment 5 Company Pinterest Page	10

Wk.	Hours:	3	Delivery:	In Class

9

Course Learning Outcomes

CLO2, CLO3, CLO4, CLO5

Essential Employability Skills

Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	**Practiced:**	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11

Intended Learning Objectives

Instagram
- Discuss Instagram application
- Discuss Instagram as used in a business environment
- Outline the importance of hashtags, geotags, tagging, and call to action captions
- Discuss cross-posting and it's importance to marketing / attraction new audience
- Discuss IGTV & Insta Stories and how they differ from Snapchat

Intended Learning Activities

Lecture
Discussion

Resources and References

On-Screen
DCConnect

Evaluation	**Weighting**
Assignment: Assignment 6 Company YouTube Video	10

Wk.	Hours:	3	Delivery:	In Class

10

Course Learning Outcomes

CLO2, CLO4, CLO5, CLO6

Essential Employability Skills

Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	**Practiced:**	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11

Intended Learning Objectives

YouTube
- Discuss YouTube application
- Discuss YouTube as used in a business environment

Intended Learning Activities

Lecture
Discussion
Guided Activity - working on video (optional)

Resources and References

On-Screen
DCConnect

Evaluation

Wk.	Hours:	3	Delivery:	In Class

11

Course Learning Outcomes

CLO2, CLO4, CLO5, CLO6

Essential Employability Skills

Taught:	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11	**Practiced:**	EES1, EES2, EES4, EES5, EES6, EES7, EES8, EES9, EES10, EES11

Intended Learning Objectives

WordPress
- Discuss how used for page creation
- Demonstrate effective business driven web pages

Intended Learning Activities

Lecture
Discussion
Guided Activity - working on web page (optional)

Resources and References

On-Screen
DCConnect

Evaluation	**Weighting**
Assignment: Assignment 7	10
Company Twitter Page	

Wk.	Hours:	3	Delivery:	In Class

12

Course Learning Outcomes

CLO2, CLO5, CLO6

Essential Employability Skills

Taught: EES8, EES9, EES10, EES11   **Practiced:**   EES8, EES9, EES10, EES11

Intended Learning Objectives

Final Assignment Criteria
   - Discuss parameters of final assignment

Intended Learning Activities

Lecture
Discussion
Guided Activity - working on final assignment

Resources and References

On-Screen
DCConnect

Evaluation

Wk.	Hours:	3	Delivery:	In Class

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Course Learning Outcomes

CLO4, CLO5, CLO6

Essential Employability Skills

Taught: EES8, EES9, EES10, EES11   **Practiced:**   EES8, EES9, EES10, EES11

Intended Learning Objectives

Open Lab

Intended Learning Activities

Guided Activity - working on final assignment

Resources and References

On-Screen
DCConnect

Evaluation

Wk.	Hours:	3	Delivery:	In Class	

14	**Course Learning Outcomes** CLO4, CLO5, CLO6

Essential Employability Skills

Taught:	EES8, EES9, EES10, EES11	Practiced:	EES8, EES9, EES10, EES11

Intended Learning Objectives

Final Assignment Presentation
Final Quiz

Intended Learning Activities

Guided Activity - Presentations

Resources and References

N/A

Evaluation	Weighting
Assignment: Assignment 8	30
Final Assignment/ISU	
Quiz: Final Quiz	