LIS5385 Social Media Management

TERM 20XX, COURSE MEETING DAY/TIME, COURSE MEETING LOCATION

MODE OF INSTRUCTION:

Instructor:
Email:
Office:
Phone:
Course Location/Website:
Office Hours (in office, online or via phone):
Teaching Assistant:
Email:

COURSE DESCRIPTION:

This course explores the tools, information management, and communication functions of social media through hands-on work with designing and managing social media sites. Students participating in this class will actively design, implement, and coordinate numerous projects that build a foundation in social media management while allowing students to gain valuable leadership, communication, and organizational skills. They will also explore the different issues and concerns may influence the widespread adoption and implementation of social media at the individual and national levels.

COURSE OBJECTIVES:

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

1. Discuss various concepts, theories, and principles of social media management;
2. Evaluate the needs of social media users using different research methods and web analytics;
3. Design and build social media tools that address users’ needs;
4. Plan and create a simple social media marketing campaign;
5. Assess the success of and evaluate the return on investment of a social media campaign; and
6. Examine the issues and concerns influencing adoption of social media at the individual and national levels.
COURSE MATERIALS:

We will use Web-based resources and handouts distributed in class and electronically. You are responsible for obtaining materials distributed in class if you are unable to attend. Readings should be completed before attending class.

COURSE ASSIGNMENTS:

Social Media Project Proposal (5%): Work either individually or in small groups (Max = 3) to select and propose a social media project to be completed over the course of the class.

Social Media Project (30%): Work either individually or in small groups to launch a Wordpress-driven site.

Social Media Engagement Report (10%): Research and write a social media engagement report that describes the social media campaign of an organization that you have identified to be an outstanding example of social media marketing and engagement.

Final project presentation (15%): Students will present their final projects in class. The individual or group presentations must summarize the social media project and details of the social media campaign, including successes and failures, what has been learned about the value of different types of content marketing efforts, and analysis of expected return on investment for integrations.

Course activities (40%): Complete hands-on social media management activities concerning building, managing, planning, and assessing a social media management project. Tasks will be assigned in class, depending on class interests and the latest platforms and changes in the fast-moving social media industry.

GRADE CALCULATION:

<table>
<thead>
<tr>
<th>Requirements/Criteria</th>
<th>%</th>
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<tbody>
<tr>
<td>Social Media Project Proposal</td>
<td>5</td>
</tr>
<tr>
<td>Social Media Project</td>
<td>30</td>
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<tr>
<td>Social Media Engagement Report</td>
<td>10</td>
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<tr>
<td>Final project presentation</td>
<td>15</td>
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<tr>
<td>Course activities</td>
<td>40</td>
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<td>TOTAL</td>
<td>100</td>
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GRADING SCALE:
The course will use the following standard grading scale for courses taught at FSU:
A  93 - 100
A-  90 – 92
B+  87 – 89
B   83 – 86
B-  80 – 82
C+  77 – 79
C   73 – 76
C-  70 – 72
D+  67 – 69
D   63 – 66
D-  60 – 62
F   0 – 59

COPYRIGHT STATEMENT:
Some of the materials in this course are possibly copyrighted. They are intended for use only by students registered and enrolled in this course and only for instructional activities associated with, and for the duration of, the course. They may not be retained in another medium or disseminated further. They are provided in compliance with the provisions of the Technology, Education, And Copyright Harmonization (TEACH) Act (refer to the 3/7/2001 TEACH Act at www.copyright.gov/legislation/archive/).

SEXUAL HARRASSMENT POLICY:
It is the policy of the University that its employees and students neither commit nor condone sexual harassment in any form.
http://registrar.fsu.edu/bulletin/grad/info/university_notices.htm

SCHOOL OF INFORMATION HARDWARE AND SOFTWARE REQUIREMENTS:
A list of all hardware and software requirements for students participating in the School of Information courses can be found at the following location:
http://ischool.cci.fsu.edu/academics/online/requirements/

STUDENT ELIGIBILITY FOR AN INCOMPLETE GRADE:
Incomplete (“I”) grades will not be assigned, except in the case of exceptional unforeseen circumstances that occur within the last three weeks of the semester and your work has otherwise been satisfactory (C average).
University Attendance Policy:
Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Academic Honor Policy:
The Florida State University Academic Honor Policy outlines the University’s expectations for the integrity of students’ academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to “. . . be honest and truthful and . . . [to] strive for personal and institutional integrity at Florida State University.” (Florida State University Academic Honor Policy, found at http://fda.fsu.edu/Academics/Academic-Honor-Policy.)

Americans With Disabilities Act:
Students with disabilities needing academic accommodation should:
(1) register with and provide documentation to the Student Disability Resource Center; and (2) bring a letter to the instructor indicating the need for accommodation and what type. This should be done during the first week of class.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the:

Student Disability Resource Center
874 Traditions Way
108 Student Services Building
Florida State University
Tallahassee, FL 32306-4167
(850) 644-9566 (voice)
(850) 644-8504 (TDD)
sdrc@admin.fsu.edu
http://www.disabilitycenter.fsu.edu/

Free Tutoring from FSU
On-campus tutoring and writing assistance is available for many courses at Florida State University. For more information, visit the Academic Center for Excellence (ACE) Tutoring Services’ comprehensive list of on-campus tutoring options - see http://ace.fsu.edu/tutoring or contact tutor@fsu.edu. High-quality tutoring is available by appointment and on a walk-in basis. These services are offered by tutors trained to encourage the highest level of individual academic success while upholding personal academic integrity.
Syllabus Change Policy
"Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice."