Course Objectives and Expectations

As technology changes, so too do organizations and the ways they communicate. The goal with this class is to provide a broad overview of "social media" – what it is, how its use has changed organizations, and ways to strategically, effectively communicate through different social media platforms.

Objectives:

1. understand the affordances and limitations of social media for communicating
2. understand the complex, changing organizational structures that social media has brought about
3. understand the issues and challenges social media workers must negotiate when working with social media in organizations
4. analyze the social media strategies of contemporary organizations or businesses
5. understand and analyze strategic communication messaging through social media

Expectations: I want to run this class with maximum participation from you. I will bring my A-game to the class in terms of organizing it well, giving you high quality information that you can use and that will make you think. I aim to challenge you. But to do that, I need you to read and prepare for the class in advance so that you can get the most out of it. If you aren’t prepared to learn, I can't teach you. For every hour of class, you should expect to do 2 hours outside of class doing work for it.

Course Requirements

Readings:
There are two textbooks for the course. You are expected to read approximately 60 pages per class. In addition to the textbooks, other resources will be made available on Blackboard. Reading is a key way of preparing for class, and you are expected to have done the readings prior to class and be prepared to discuss the materials in class.

Required textbooks (available at the campus bookstore):


Recommended writers guide (available at the campus bookstore):
• A Writer’s Handbook, such as Kirszner & Mandell's *The Pocket Wadsworth Handbook*.

**Assignments:**

**Participation:** Students are required to participate in in-class discussions and on Twitter with #EnterpriseSM.

**Community Management:** Several students will be assigned each week to contribute to the class on social media, posting relevant news and reflections on class materials.

**Writing Assignments:** To give you practice writing and critically reflecting on what you're learning, you will have writing assignments.

**Social Media Analysis - Group Project:** Small groups of students will each research and develop a report and presentation on the social media strategy of a contemporary organization.

**Quizzes/Tests:** There will be assessments through the semester to measure your level of understanding as we move through the material.

**Final Exam:** There will be a final exam that measures your level of understanding and application of principles you've learned through the class.

**Grading**

The course uses the standard A – F grade scale. As will be given for work that demonstrates excellence. Bs will be given for work that suggests excellence. Cs will be given for work that meets expectations. Ds will be given for work that is below expectation. Fs will be given for work that fails to meet the basic parameters of the course. The expected average grade for this class is a B-.

Quality Participation: 5%
Community Management: 15%
Writing Assignments: 25%
Social Media Analysis - Group: 15%
Quizzes/Tests: 20%
Final Exam: 20%
Course Policies

**Attendance:** Attendance will not be taken, but as good consumers, I imagine you'd want to get your money's worth. In-class participation will count towards your grade.

**Academic Misconduct:** The academic community of Syracuse University and of the School of Information Studies requires the highest standards of professional ethics and personal integrity from all members of the community. Violations of these standards are violations of a mutual obligation characterized by trust, honesty, and personal honor. As a community, we commit ourselves to standards of academic conduct, impose sanctions against those who violate these standards, and keep appropriate records of violations. The academic integrity statement can be found at [http://supolicies.syr.edu/ethics/acad_integrity.htm](http://supolicies.syr.edu/ethics/acad_integrity.htm). In sum, don't cut corners and engage in academic misconduct. If you get caught, the appropriate punishment for the infraction will be pursued.

**Late Assignments and Incompletes:** Assignments turned in late are not eligible for full credit and will have the following consequences: for each 24-hour period after the due date/time of the paper, the assignment will receive a 10% reduction in the total score. Assignments that are not turned in within 1 week (7 days) of the due date will receive 0 points. If you have a legitimate reason for an incomplete or a late assignment, a contract for completing the assignment will be drafted. Students who fail to meet that contract will receive a 0 for the missed assignments and a grade will be given based on what was completed for the course.

**Grade Disputes:** Students who wish to dispute a grade may resubmit the assignment for regrading with a one-page statement of explanation of why the paper should be regarded within one week of receiving the grade. If the student resubmits, the assignment will be regraded, which means the grade may go up, down, or stay the same. Appeals after this process may be adjudicated by the Program Director, Jill Hurst-Wahl.

**Students with Disabilities:** If you believe you need accommodations for a disability, please contact the Office of Disability Services (ODS), [http://disabilityservices.syr.edu](http://disabilityservices.syr.edu), located in Room 209 of 804 University Ave., or call (315) 443-4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented disability Accommodation Authorization Letters as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible. You are also welcome to contact me privately to discuss your academic needs, although I cannot arrange for disability-related accommodations.

**Amendments to this Syllabus:** I reserve the right to alter this syllabus with sufficient notice to students.