

Alexandria Technical and Community College

COMM 1485: Social Media Communication

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: Goal 01 - Communication, Goal 09 - Ethical/Civic Resp

This course meets Minnesota Transfer Curriculum (MnTC) goal areas 1 and 9. This course examines the history, rise, and growth of social media in the 21st century. Students will study how social media impacts communication in our social, political, and cultural worlds. Students will develop an understanding of effective and ethical communication practices with a variety of interactive web tools such as Facebook, Twitter, YouTube, Instagram, Snapchat, blogs, and podcasts will be explored.

B. COURSE EFFECTIVE DATES: 01/09/2012 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Demonstrate appropriate writing, editing, and production techniques in social media.
2. Discuss and apply communication theories to social media.
3. Examine audience for a variety of uses and tools.
4. Identify and discuss the relevant constitutional freedoms, legal issues, and ethical principles regarding social media.
5. Promote effective and ethical communication via social media.
6. Research, discuss, and analyze social media's impact on current global social, political, and cultural issues.
7. Use course knowledge to forecast trends in social media.
8. Use course knowledge to generate potential solutions for social media problems.
9. Use social media tools to become an effective and ethical communicator.
10. Identify and evaluate the historical growth of social media.

D. LEARNING OUTCOMES (General)

1. The learner will be able to identify and understand basic communication theories as they relate to social media.
2. The learner will understand the history and growth of social media.
3. The learner will discuss and analyze social media messaging focusing on audience, ethical, legal, social, political, and cultural issues.
4. The learner will engage in various social media platforms to observe, study, practice and experience appropriate usage.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

Goal 01 - Communication

1. Understand/demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing and presentation.
2. Participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
3. Locate, evaluate, and synthesize in a responsible manner material from diverse sources and points of view.
4. Select appropriate communication choices for specific audiences.
5. Construct logical and coherent arguments.
6. Use authority, point-of-view, and individual voice and style in their writing and speaking.
7. Employ syntax and usage appropriate to academic disciplines and the professional world.

Goal 09 - Ethical/Civic Resp

1. Examine, articulate, and apply their own ethical views.
2. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
3. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
4. Recognize the diversity of political motivations and interests of others.
5. Identify ways to exercise the rights and responsibilities of citizenship.

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted