Minnesota State College Southeast

NEME 2000: New Media Technology and Strategies

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course focuses on the creation and use of new media technologies specific to providing content through social media networks. These networks include sites and applications such as blogs, microblogs, video sharing sites, RSS-feeds, podcasts and other emerging Web technologies. The course studies how to construct conversations and interactions specifically serving various business goals. This study includes how sites used analytic tools to identify and target specific audiences such as by gender, age, ethnicity, and self-identification factors. Students will demonstrate the use of these tools to engage these users, visitor, and customers. Special attention is given to various tools and applications used to monitor traffic and conversations to serve these efforts, establish thought leadership, and increase engagement. Students will examine various platforms to complete assignments by creating and posting relevant content. (Prerequisite: none) (3 credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 03/13/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Social Media Technologies
2. Business Communication Strategies
3. Online Data Analytics
4. Online Content Development
5. Non-Temporal Content Delivery

D. LEARNING OUTCOMES (General)

1. Classify various types of social media platforms and list specific examples
2. Understand site/content analytics
3. Examine analytic tools used in blogs and new media platforms
4. Relate analytic data to specific social media strategies and platforms
5. Understand the role of video in business social media
6. Produce and publish online video
7. Produce content for blogging platforms
8. Write and disseminate short-form blog posts (e.g. Twitter, Tumblr)
9. Identify photo-sharing sites and their (e.g. Instagram, Flickr)
10. Explain how businesses use non-temporal social media tools
11. Create online content for current blogging platforms
12. Compose relevant and effective comment threads in a social media environment
13. Distinguish and evaluate various content dissemination techniques (e.g. trackbacks, pingbacks, RSS)

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

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted