

# Minnesota State College Southeast

## COMM 1420: Social Media Communications

### 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 explores the ways in which social media influences interactions among people in the digital realm. Students will create content using a variety of common social media applications and multi-media, including online writing, listening, and speaking. Students will investigate the development of online communities and increase their knowledge of online rhetoric, the use of analytic tools for audience research and engagement, planning for media events, and evaluation of social media applications. Students will identify, discuss, and reflect upon the ethical dimensions of political, social, and personal life and the ways in which they can exercise responsible and productive citizenship. Meets MnTC Goals 1 & 9. (Prerequisite: none) (3 credits: 3 lecture/0 lab)

**B. COURSE EFFECTIVE DATES:** 07/12/2016 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Blogging and microblogging platforms
2. Video-producing and sharing sites
3. Photo-editing and sharing applications
4. Job search and career networking sites
5. Information and idea sharing applications
6. Instant and direct messaging applications

### D. LEARNING OUTCOMES (General)

1. Classify and list various types of social media platforms
2. Understand how social media influences communications and interactions among people
3. Create online content for current blogging and microblogging platforms
4. Produce online videos for use in social media
5. Identify and use photo-sharing sites
6. Publish relevant and effective materials/comments for the intended audience in a social media environment
7. Identify and develop strategies in which multiple social media tools (e.g. online writing with media) can be used together for a single issue, cause, or organization in a global environment
8. Develop selected knowledge and principles of online rhetoric, audience research and engagement, and evaluation of social media applications
9. Apply strategic and critical thinking to audience, content, design and usability of media messages
10. Identify and discuss ethical dimensions of political, social, and personal life
11. Select and employ ways to exercise responsible and productive citizenship

## **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. Select appropriate communication choices for specific audiences.
4. Use authority, point-of-view, and individual voice and style in their writing and speaking.
5. 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. Identify ways to exercise the rights and responsibilities of citizenship.

## **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

## **G. SPECIAL INFORMATION**

This course was previously COMM 2520.