



RTV 453 Social Media, Spring 2013
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Office Hours: TWTh 9:30-10-30 am, Tues. 3:30 – 5:00 pm; Wed. 1-3 pm

COURSE INFORMATION

Text: Assigned readings available online (see course outline at www.tonydemars.com) **and**
Successful Local Broadcast Sales, Paul Weyland, 2008, ISBN 13: 978-0-8144-8053-3

Course Description: This course will examine concepts of communication, social interaction and community in a digital world. The course will include such interactive media applications as chat, blog, wiki, avatar, comment, Twitter®, Flickr®, Facebook®, MySpace®, Second Life®, podcast and similar Internet sites and techniques of digital media communication. Students will also study broadcast sales to compare how advertising relates to the marketing and public relations uses of social media.

Student Learning Outcomes—Students will:

- Learn and apply skills from use of various social networking web sites and programs.
- Develop a greater understanding of the concept of community and the related questions of how digital media communication intersects and interacts with social communication.
- Practice using various virtual, online and ‘in the cloud’ tools for advertising and marketing
- Discover ways emerging digital media framed within the concept of ‘Web 2.0’ can be used as a new form of business-related mass media.
- Learn the process of broadcast sales in comparison to how Social Media is used for the business side of media jobs, including public relations and marketing.

COURSE REQUIREMENTS

Grading policies:

Grade evaluation:

- Quizzes over assigned reading...(averaged).....200 points
- no make-up for missed quizzes; lowest two quiz grades dropped
- Mid-term Exam..... 100 points
- Final Exam200 points
- ‘B’ Project.....Sales Proposal.....Credit / No Credit
- ‘A’ Project.....Social Media Project.....Credit, or up to 50 Bonus Points

Points and work required for:

"A"—450+ and meets all assignment requirements of both projects; ‘B’—400-449 points and meets all assignment requirements of Sales Proposal; ‘C’—350-399 points; ‘D’—300-349 points
 Social Media project without Sales Project can bring you up from an F to D or D to C but no more.

COMMUNICATION AND SUPPORT

Faculty / Student Commitment:

- To accomplish the course objectives, the instructor will be in class on time, and prepared to guide each student's learning. Students should also be in class on time, committed to benefiting from the class time by being prepared, arriving on time, and staying involved the full class time.
- If at any time you are doing your part to do well in this course, but are having difficulty, please arrange a time and speak with me in my office. I cannot discuss your course status, grades or other information about your work or activities in the course just before class, during class time (including breaks), or immediately after class—nor can I discuss or respond to any of these issues via phone or e-mail.
- The keys to success in this class: Commit to learning the material we cover, read the required reading, take good notes in class and while reading, study the material as we go through it, ask questions in class about things you do not understand, and do the assigned work and turn it in on time.
- Each student must provide a ream of paper to supply the MMCT mini computer lab

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Attendance: See www.time.gov for the correct time—the time that shows on your watch or cell phone may not be accurate. Students arriving late are marked absent. Class begins at the scheduled starting time. **Absence during a 'virtual class meeting' also counts as an absence.** Arriving late or leaving at any time, even if you return, will result in being marked absent. There are no excused absences—when you are sick, stay home. Points related to attendance are based on missing in-class work as noted above, plus deductions of 10 points each time from your attendance grade starting with the 3rd late / absence. Excuse reports are not required for this class except as noted above. If you have an emergency reason to arrive late or leave early you should discuss this with the instructor in advance. Note: Very occasionally, an emergency break might be needed. If this occurs, feel free to leave without penalty, and simply remind me to mark it at the end of that class. If you do not remind me that day, it would remain marked as an absence. You should expect to have no more than one of these per semester. The participation component of the Reports & Attendance grade is the instructor's subjective assessment of each student's involvement and contribution during class times--affected by but not limited to such issues as violating stated course policies, any inappropriate talking during class, disrupting class, late arrivals, not taking notes during lectures, and quality of reports as described above. Children or other guests are not allowed in classes.

IMPORTANT: STUDENTS WHO MISS MORE THAN SIX CLASSES MAY FAIL AUTOMATICALLY OR BE DROPPED FROM THE COURSE.

UNIVERSITY ATTENDANCE POLICY

13.99.99.R0.01 Class Attendance – “Students are responsible for learning about and complying with the attendance policy stated in the catalog, Student’s Guidebook, and/or faculty syllabus. Faculty members will provide details on requirements and guidelines for attendance in their classes

in their course syllabi.” Students are responsible for reviewing remaining university attendance policy elements.

Academic Honesty: If you turn in work that is plagiarized, or take any action that violates TAMU-Commerce Academic Honesty policies, you will fail the course. All TAMU-Commerce students are responsible for knowing the standards of academic honesty. Please refer to the Student’s Guide Handbook for the University Academic Honesty Policy. Plagiarism is the use of someone else’s work as your own and/or failing to properly cite sources. Work submitted will be checked via an Internet search including www.turnitin.com for each submission. Using a report you did not create or having someone else do any of your work violates Academic Honesty guidelines.

Classroom Policies: Students are expected to keep up with assigned reading and be prepared to answer questions in class--be sure you have done all required reading by the date noted on the course outline. **IMPORTANT NOTE:** Turn off cell phones before entering the classroom. You may not use any electronic device in the classroom without specific permission from the instructor through a signed form completed during office hours. Any electronic device (computer, PDA, cell phone, iPod, etc.) brought to class must be turned off and stored off your desktop during class. Students are expected to arrive to class on time and stay the entire class session.

Reading: Do not come to class if you have not done the required reading for the day as shown on the online course outline. You are subject to being asked to prove, through questions, quizzes or short answers, that you have read the material -- and if you cannot provide a working knowledge of the content, you will be dismissed and counted absent.

Deadlines: Work not turned in on time will be late regardless of the reason—it is your responsibility to meet the deadline regardless of technical or other problems. Deadlines are always at the beginning of class in which anything is due. Work submitted incomplete will be marked as not submitted. Any missed deadline on projects means you will no longer get credit for the project.

Behavior: “Students are expected at all times to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time toward an education.” -- Texas A&M University System Student Rights and Obligations

“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student’s Guide Handbook, Policies and Procedures, Conduct) -- Texas A&M University-Commerce Procedures, 12.01.99.R0.05
Guidelines for Content and Distribution of Syllabi: Roles and Responsibilities of Faculty

- You may bring drinks or food into class, but use good manners while eating or drinking, and remove all trash when you leave. You MAY NOT have food or drinks in the editing rooms or production facilities at any time. Course grade penalty is imposed for infraction.
- Read assigned readings in advance. Be prepared to talk about them.

ACCOMMODATIONS FOR DISABILITIES: Students requesting accommodations for disabilities must go through the Academic Support Committee. For more information, please

contact the director of Disability Resources and Services, Halladay Student Services Bldg., Room 303-D. Telephone, (903) 886-5835.

EARLY INTERVENTION FOR FIRST YEAR STUDENTS: Early intervention for freshmen is designed to communicate the University's interest in their success and a willingness to participate fully to help students accomplish their academic objectives. The university through faculty advisors and mentors will assist students who may be experiencing difficulty to focus on improvement and course completion. This process will allow students to be knowledgeable about their academic progress early in the semester and will provide faculty and staff with useful data for assisting students and enhancing retention. Grade reports will be mailed by the end of the sixth week of the semester.

TENTATIVE COURSE OUTLINE / CALENDAR

- Week 1 1/14 – Read Read Chaps. 1-4 in Weyland by Wednesday
- Week 2 1/21 – (Quiz every Monday over assigned reading). Read Chaps. 5-8 in Weyland.
- Week 3 1/28 – Read Chaps. 9-13 in Weyland (Sales Project (SP) Week 1)
- Week 4 2/4 – Read Chaps 14-18 in Weyland Project (SP Week 2)
- Week 5 2/11 – Chaps 19-23 in Weyland (SP Week 3) (Spec Spot and Storyboard Work)
- Week 6 2/18 – Chaps 24-27 in Weyland (SP Week 4)
- Week 7 2/25 – Final Sales Quiz Monday. Sales Presentations during class time.
- Week 8 3/4 – **Mid term on Monday; Finalize Social Media Project Wednesday**
- Week 9 3/18 – Read “Primer in Social Media” and “Introduction to Good Usability”
- Week 10 3/25 – (Quizzes resume) Read “Effective Internet Presence” SMP W1
- Week 11 4/1 – Read “SEO E-book” and “SEO for Wordpress” SMP W2
- Week 12 4/8 – Read “Social Web Analytics” (pp. 1-32) SMP W3
- Week 13 4/15 – Read “Social Web Analytics” (pp. 33-99)—look for the sites they list and make Notes of what you find; bring to class on 4/22. SMP W4
- Week 14 4/22 – Read “The Zen of Blogging” and “Blogs and Social Media” SMP W5
- Week 14 4/29 – “Twitter Book Geekpreneur” (Quiz Wednesday)
- Week 16 5/6 – **Final Exam** at scheduled time

DETAILED OUTLINE AT: <http://www.tonydemars.com>

Sales Project: You will create and present a proposed broadcast sales advertising campaign for a local direct sales client. More specifics will be added to the online course outline. Once you miss any required work, you will no longer receive any credit for points for the project. **Social Media Project (SMP):** Create an original Twitter account and Blogger account for a topic you would like to ‘publish’ about. (Examples: Animé, movies, area entertainment, new movie reviews, prime time TV, etc.). Once you create the Twitter and Blogger accounts, you will also create other connected ‘social media’ tools, ‘publish’ content every week Friday thru Monday, and tweet about your new content as you publish it. More specifics will be added to the online course outline. Once you miss any required work, you will no longer receive any credit or points for the project. **Other helpful ‘Social Media’ links** – see Week 1 of the online course outline.
