

Course Outline for CMST 484: Social Media & Digital Comm

Fall 2017 | Communication Bldg. 1006: M/W/F, 10.00 – 10.50 a.m.

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Office Hours: M./T./W. 11.00 am–1.30 pm;
 M./W. 3–4.00 pm; By appointment
 (see craingengstrom.ninja/contact for ways to contact me)

A. Course Policies and Details: craingengstrom.ninja

B. Social: @ [CraigEngstrom](https://twitter.com/CraigEngstrom) | craingengstrom.info | [linkedin.com/in/craingengstrom](https://www.linkedin.com/in/craingengstrom)

C. Course Schedule (Tentative)

Important Milestones

8.23–25:	Welcome / Getting Started – Lecture Capstone material Reading: SoMe Plans + MOOC 1.1, 1.2
8.28–9.1:	What Is Social? Reading: MOOC 1.3 + 1.4 + Pulizzi Intro–Chap 2
9.4–8:	The Importance of Listening (No class 9.5, Labor Day) Reading: MOOC 2.1 + 2.2 + Pulizzi Chap 3–4 (F)
9.11–15:	The Importance of Listening Reading: MOOC 2.3 + 2.4 + Pulizzi Chap 5–7
9.18–22:	COPE & Content Reading: Pulizzi 8–10 + 11–13 + MOOC 3.1
9.25–29:	Engagement & Nurture Marketing (9.29 = Work Day) Reading: MOOC 3.2 + 3.3 & 3.4 + No class 9.29 Work Day
10.2–6:	Engagement & Nurture Marketing (10.6 = Work Day) Reading: BP Day1 + Day2 + Midterm = Blog Article (no class 10.6)
10.9–13:	Platform Best Practices (No class 10.9, Fall Break) No class 10.9 + Presentations: Tips, Tricks, & Tools
10.16–20:	Social IMC (10.20 = Work Day) MOOC 4.1, Pulizzi 14–15 + MOOC 4.2, Pulizzi 16–17 + Work Day
10.23–27:	Social IMC (10.27 = Work Day) Reading: MOOC 4.3 + 4.4 + Work Day
10.30–11.3:	Business of Social (11.3 = TBD) Reading: MOOC 5.1 + 5.2 + TBD
11.6–10:	Business of Social (11.10 = TBD) Reading: MOOC 5.3 + 5.4 + TBD
11.13–17:	Capstone (No class 11.17, NCA) Reading: MOOC 6, in class
11.20–24:	Capstone (No class NCA + Holiday) 11.20 = Work Day
11.27–12.1:	Workshop Week
12.4–8:	Social Media Plan Presentations
12.13:	Social Media Plan Presentations

<p>Key + = Day , = Same day reading Pulizzi = <i>Content, Inc.</i> MOOC = Coursera Course</p> <p>Individual Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Quick assessment (9.6) <input type="checkbox"/> Project/plan proposal (9.13) <input type="checkbox"/> Content Audit (10.2) <input type="checkbox"/> Blog Article - Platform BP (Midterm) <input type="checkbox"/> Platform Best Practices Prez – (10.11/10.13) <input type="checkbox"/> Content Samples (10.30) <input type="checkbox"/> Content Calendar (11.6) <input type="checkbox"/> Recommendations, inc. A/B test (11.12) <input type="checkbox"/> Budget (Optional) <input type="checkbox"/> Social Media Plan (in PPT) <p>Group Assignments</p> <ul style="list-style-type: none"> <input type="checkbox"/> Presentation <input type="checkbox"/> Final Social Media Plan in PDF <p>MOOC Assignments (D2L)</p> <ul style="list-style-type: none"> <input type="checkbox"/> MOOC 1 <input type="checkbox"/> MOOC 2 <input type="checkbox"/> MOOC 3 <input type="checkbox"/> MOOC 4 <input type="checkbox"/> MOOC 5 <p>Notes Assume that there may be additional short readings via D2L</p>

D. Activities and Assignments

Activities / Assignments	% of Final Grade
Undergrad: Discussion & Participation	20%
Grad: SoMe & Pedagogy Readings + CT article	20%
Individual Assignments	50%
MOOC Assignments	20%
Group Assignments	10%
	<hr/> 100%

Discussion & Participation (Undergrads). This course requires work. If you don't do the reading and MOOC modules, relate readings and modules to assignments, take notes, ask good questions, and participate, then you're going to struggle with assignments. However, to incentivize participation, a quarter of your grade is being assigned to this category. This is largely a qualitative assessment and will be updated weekly in D2L. You are encouraged to post reading summaries, questions, thoughts, useful articles, key takeaways, and so on from the readings or unit materials to Slack: <http://bit.ly/484Slack>. This is a great tool for group work as well, so you are encouraged to use it for your group communication and collaboration. If you miss a class, you can earn back lost participation points by submitting some notes to craigengstrom.info/submit.

SoMe & Pedagogy Readings + CT Article (Grads): Grad students are expected to do all the work required of undergraduates (except final social media plan). They must additionally read literature on using social media and gamification to improve teaching. The final writing assignment should be structured as a *Communication Teacher* article.

Individual Assignments. There are a series of individual assignments that will build into the group assignment. You should refer to each individual prompt for submission and grading criteria.

MOOC Assignments. Students must register for the Northwestern Social Media Marketing specialization or audit each individual course. Students will need to submit proof of completion. See D2L for specific instructions.

Group Assignments. Your group will need to complete a few tasks as a team, including consolidating your individual assignments into a single document and presenting your final social media plans.

Attendance Policy. Read craigengstrom.ninja/attendance-policy.html for grade reward and grade penalty policy. Note that I am using +/- grading.

Additional Notes

When emailing, use the following format:

Email subject line = **CMST 484: Something specific or informative**

Example: CMST 484: MOOC 1 Question

When emailing attachments or submitting assignments electronically, use the following format:

EngstromCraig-Assignmentdetails.docx (or .rtf). Only submit PDF when requested.

(Replace my name with your name and assignment details with appropriate information.)

Example: SmithJames-MOOC1-Proof.pdf