

Course Outline for COM 419: Biz Comm in Online Contexts

Spring 2015 | CH 203: T/R, 4.10–5.40 p.m.

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Office Hours: Tues./Thurs. 12.30–2.30 p.m.;
Or by appointment.

A. Course Policies and Details: bit.ly/ce-policy & my.elmhurst.edu

B. Social: @prorhetoric – #ecom419 | craigengstrom.info – #business communication

C. Course Schedule

The Social Media Strategy Plan & Content Audits

W.1 2.5	Read	<input type="checkbox"/> Handouts – <i>Social Media Plans</i>
		<input type="checkbox"/> <i>Content Everywhere</i> (Chapters 1–2)
	Class	<input type="checkbox"/> Tuesday – Social media goals; Thursday – Intros
	Due	<input type="checkbox"/> NOTHING. NOTE >> NO CLASS ON TUESDAY
W.2 2.10/2.12	Read	<input type="checkbox"/> Handouts – <i>Content Audits from Content Strategy</i>
		<input type="checkbox"/> <i>Content Everywhere</i> (Chapter 3)
	Class	<input type="checkbox"/> Groups: Choose client, establish goals (Tuesday)
		<input type="checkbox"/> Discuss Prompt
	Online	<input type="checkbox"/> Nothing
	Due	<input type="checkbox"/> Monday, 11 a.m. – Social Media Team Application (see BB/Assignments)
W.3 2.17/2.19	Read	<input type="checkbox"/> <i>Content Everywhere</i> (Chapter 4–5)
		<input type="checkbox"/> Handouts TBD
	Class	<input type="checkbox"/> Quiz – Content audit and webpage review (Thursday)
		<input type="checkbox"/>
	Online	<input type="checkbox"/> Content overview, quick assignment
	Due	<input type="checkbox"/> Content overview, quick assignment
W.4 2.24/2.26	Read	<input type="checkbox"/> Handouts TBD
	Class	<input type="checkbox"/>
		<input type="checkbox"/>
	Online	<input type="checkbox"/>
		Due

Content: HTML and SEO**W.5**

3.3/3.5

- Read Handouts – *HTML Basics* (BB)
 Content Everywhere (Chapter 6–7)
- Class
- Online
- Due Plan outline / format

W.6

3.10/3.12

- Read Handouts – *SEO Basics*
 Content Everywhere (Chapter 8–10)
- Class
- Online
- Due Inventory

W.7

3.17/3.19

- Read *Content Everywhere* (Chapter 11–13)
- Class
- Online
- Due Social Media Plan Presentation 1

W.8

3.24/3.26

*****Break*****

NOTES:

Content: Platforms & Implementation

W.9

3.31/4.2

- Read *Jab* (Chapters 1–29)
 Class

 Online

 Due -----

W.10

4.7/4.9

- Read *Jab* (Chapter 3)
 Class

 Online

 Due Presentation: Social Platform

W.11

4.14/4.16

- Read *Jab* (Chapter 4–5)
 Class

 Online

 Due Presentation: Social Platform

W.12

4.21/4.23

- Read *Jab* (Chapter 6–8)
 Class

 Online

 Due

NOTES:

Implementation

W.13
4.28/4.30

Read *Jab* (Chapters 9–12)
 Class

 Online

 Due Close to final draft of SoMe Plan

Read TBD, Analytics tools
 Class

 Online

 Due

Read TBD, Analytics tools
 Class

 Online

 Due -----

W.16
5.21

Social Media Plan Presentation 2
 Final Social Media Plan Due

NOTES:

D. Activities and Assignments

Activities / Assignments	% of Final Grade
Reading and Engagement	40%
Social Media Plan	35%
Demo Presentation	25%
SoMe Platform Engagement (<i>W2JF</i>)	+5%
	100%

Note: If you need to contact me via email, please write the following in the subject line: **COM 419: *Something specific or informative***

Attachments submitted via email or BB should be labeled as follows:

EngstromC-Assignmentdetails.docx (or .rtf). (Replace my name with yours and assignment details with appropriate information.)

Reading and Engagement. This course is designed to give you the knowledge (and some skills) related to social media management and content generation. The bulk of this knowledge is obtained through ongoing engagement with books, articles, white papers, and so forth in the fields of social media (SoMe). As such, you cannot succeed in this profession if you do not read and talk about what you know. You need to sound like someone who understands social media and content strategy. The only way to do this is to read and discuss. This is why your grade is largely contingent on your participation in class. Expect some pre-class work/sheets.

Social Media Plan. Many of the weekly activities for the first half of the semester are designed to help you conduct research and develop a social media plan for one of the following campus departments: alumni relations, admissions, athletics, CPE, Niebuhr Center, School of Professional Studies, or Student Life. A social media plan, like a marketing plan, is not long in terms of written content. Most of the time invested in a plan is research, organization, and preparation of material. You will prepare the draft of your plan by the spring recess and turn in a “final” draft at the end of the semester.

Presentations. You will develop and present, in conjunction with two or three colleagues, a “how-to” presentation on a social media platform, which should include mention of tools for content generation and monitoring. This presentation is likely to be approximately 30 minutes in length. The presentation should go in-depth into its usefulness as a tool for branding and marketing.

Groups will need to prepare and deliver two presentations related to the social media plan project. The first presentation is the rough draft presentation of the social media plan. This brief, but formal presentation, will be delivered by the leader of a team, who will be evaluated individually for this work. (See prompt.) The second presentation needs to present the social media plan to the client. Team members will be assigned roles and evaluated individually.

During the semester, you may be asked to give short oral briefings.

Social Media Platform. You should demonstrate solid effort in using social media to engage your profession. I recommend taking a before and after screen shot and including me somehow in your updates. Show and tell me what you did. (Read Web 2.0 Job Finder for even more EC.)

Optional Readings (for those considering a career in SMM)

- Agnihotri, R., Kothandaraman, P., Kashyap, R., & Singh, R. (2012). Bringing "social" into sales: The impact of salespeople's social media use on service behaviors and value creation. *Journal of Personal Selling & Sales Management*, 32(3), 333–348.
- French, T., LaBerge, L., & Magill, P. (2012). Five 'no regrets' moves for superior customer engagement. *McKinsey Quarterly*(3), 119–125.
- Guillory, J., & Hancock, J. T. (2012). The effect of LinkedIn on deception in resumes. *CyberPsychology, Behavior & Social Networking*, 15(3), 135-140.
- Harrysson, M., Metayer, E., & Sarrazin, H. (2012). How 'social intelligence' can guide decisions. *McKinsey Quarterly*(4), 81–89.
- Meredith, M. J. (2012). Strategic communication and social media: An MBA course from a business communication perspective. *Business Communication Quarterly*, 75(1), 89–95.
- Romaniuk, J. (2012). Are you ready for the next big thing?: New media is dead! Long live new media! *Journal of Advertising Research*, 52(4), 397–399.
- Stauffer, J. (2012). Social brand planning. *Journal of Brand Strategy*, 1(1), 40–49.