**Communication 336: Addressing Problems in Social Media**
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**TEXTBOOKS** (both are inexpensive if bought online)


**TWITTER**

@socialmedia580
You must join Twitter for this class. If you have a private account, then get a free email account from somewhere and create a public account to sue for this class. You need not become a heavy tweeter; you can mostly follow others.

FOLLOW: mashable; socialmedia580; plus any other social media sites you can find to retweet

**COURSE DESCRIPTION**

Social media are a collection of tools and online spaces (e.g., Twitter, Facebook, YouTube, LinkedIn) available to help individuals and organizations to facilitate their information and communication needs. Students will study social media to solve problems with regard to communication in a number of subfields (e.g., public relations, interpersonal communication, intercultural communication). Course output includes active participation in a discovery of underlying themes and meanings, as well as a guided research project. Through a balance of theory and application, COMM 336 emphasizes how organizations and individuals solve basic problems in communication through their use of social media. Course goals are accomplished through dialog, class exercises, and group projects.

**COURSE OBJECTIVES**

This graduate course will examine concepts related to communication via social media. This course will emphasize understanding, applying, and developing concepts and strategies through cases, readings, discussion, and observation. Throughout this course, students will:

1. Work intensively in groups and teams to confront practical situations and “real world” communication problems
2. Integrate information from other disciplines

3. Gather information from multiple sources regarding the “issue” presented in class (both to identify the problem and seek possible solutions).
4. Present and share data with the class
5. Participate in class discussion and debate, challenging and testing student definitions of the problems, models, and solutions.
6. Reflect on their learning experience (both process and outcome) in writing.

**COURSE ASSIGNMENTS**

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modules</td>
<td>200</td>
</tr>
<tr>
<td>Reading Reflection</td>
<td>100</td>
</tr>
<tr>
<td>Blogs</td>
<td></td>
</tr>
<tr>
<td>Midterm</td>
<td>200</td>
</tr>
<tr>
<td>Course Project</td>
<td>300</td>
</tr>
<tr>
<td>Final Exam</td>
<td>200</td>
</tr>
</tbody>
</table>

**Modules** – Each module requires daily homework based on the reading and other activities.

**Reading Reflection Blogs** – Each class you will be responsible for posting thoughtful questions or comments that have emerged from your reflection of the assigned readings.

Reflection questions or comments may include personal experiences related to the readings, questions for clarification of material presented in the readings, or agreement/disagreement with concepts presented in the readings. Reflection questions/comments will be used to facilitate classroom discussion and must emailed by noon on Thursdays.

**Midterm/Final Exam** – At the middle and end of the semester, you will be tested on your comprehension and ability to apply the concepts from class discussion and course readings through online exams.

Research Project - Students, working in groups of no more than three, produce a class research project that will address a specific problem that can be addressed with effective deployment of social media tactics.
GRADING
Course grades will be assigned based on the following scale:

A = 93%+
A- = 90-92.99%
B+ = 88-89.99%
B = 83-87.99%
B- = 80-82.99%
C+ = 78-79.99%
C = 73-77.99%
C- = 70-72.99%
D+ = 68-69.99%
D = 63-67.99%
D- = 60-62.99%
F = below 60%

I = Incomplete (extremely rare cases only, for truly extraordinary circumstances)

REGULAR ATTENTION
Success in this course is highly dependent on daily module completion. Therefore, students are required to work daily.

LATE ASSIGNMENT POLICY
There will be no makeup of presentations, assignments, or in-class activities. No late work will be accepted without advanced notice and arrangements. Late work will be penalized one letter grade for each day of delay.

HONOR CODE
Students will adhere to the honesty policies in the College of Charleston Graduate Student Handbook. Transgressions will result in a zero on the assignment. A repeated offense will result in failure for the entire course.

DISABILITY ACCOMMODATIONS
Students with disabilities who believe that they may need accommodations in this class are encouraged to contact me with the appropriate documentation.

COURSE SCHEDULE

Module #1 - PREVIEW OF THE COURSE
What are social media?
http://en.wikipedia.org/wiki/Social_media#Examples
Read: (Qualman) Chapters 1 & 2; (Safko) Chapters 1 & 2

Module #2 - TWITTER
Read: (Qualman) Chapters 3 and 4; (Safko) Chapter 14

Module #3 - FACEBOOK and MYSPACE
Read: (Qualman) Chapter 5; (Safko) Chapter 9 & 22

Module #4 - YOUTUBE
Read: (Qualman) Chapter 6; (Safko) Chapters 12 & 13
Due: Problem Statement

Module #5 - LINKEDIN
Read: (Qualman) Chapter 7 and 8; (Safko) Chapter 20
Midterm: Understanding of social media concepts (short-answer/essay)

Module #6 - BLOGGER
Read: (Qualman) Chapter 7 and 8; (Safko) Chapters 7 & 8

Module #7 - SOCIAL BOOKMARKING
Due: References

Module #8 - GOOGLE APPS
Due: Introduction to Project

Module #9 - CELL PHONE APPS
Read: (Safko) Chapter 21

Module #10 - GROUPON
Due: Project

FINAL EXAM