

Syllabus for  
**PRP 327—Social Media Management**  
3 Credit Hours  
Spring 2017

**I. COURSE DESCRIPTION**

The course integrates communications theories, topics and current industry practices to research, plan, execute, and evaluate social media campaigns. The course enhances students' technological skills using current social media platforms.

This course synthesizes the founding purpose of the University in its commitment to historic faith and the student's relationship to God, man, and the universe. The class compares and contrasts secular media and the Christian posture as they relate to communication.

**II. COURSE GOALS**

Through lecture, discussions, case studies, and practice, students determine best management practices for social media marketing campaigns across industries. The course is built on current strategic planning models, including equal emphases on research, planning, execution, and evaluation components.

- A. The student will connect theoretical and applied social media study to its roots in a variety of disciplines, such as arts, economics, business, sociology, psychology, and persuasive communication.
- B. Learn the tools and applications of social networks, media management and communications through problem solving.
- C. Experience an environment whereby the student can demonstrate their understanding of information through practice.
- D. Gain an increased awareness of contemporary media usage and its applications.

**III. STUDENT LEARNING OUTCOMES FOR THIS COURSE**

**A. Terminal Objectives**

As a result of successfully completing this course, the student will be able to do the following:

- 1. Distinguish and define social media management and its role in an integrated marketing communications plan.
- 2. Understand social media's application to public relations practices in crisis communication, customer service, consumer activation, donor development, shareholder relations, community engagement, and brand influence.
- 3. Articulate ethical guidelines and best practices in social media management.

4. Discuss a realistic and comprehensive overview of existing and newly forming social media platforms.
5. Identify and use elements of an integrated social media marketing campaign including, but not limited to, integrated message design, blogs, listening tools, photo and video posts, key tracking metrics, discussion boards, social groups, communications calendars, and top-tier sharing platforms (currently e.g., Facebook, Twitter, LinkedIn, Snapchat, and Instagram).
6. Design an integrated social media marketing campaign for a commercial business or nonprofit organization that exemplifies the techniques and procedures discussed in the course such as: market analysis, demographic, psychographic, and values, attitudes and lifestyles research, social media advantages and limitations, planning, organization, and decision making, in addition to social media planning.
7. Identify principles learned in the course to determine why particular social media campaigns failed and others succeeded.
8. Evaluate the merits of social media on society and in the church. Assess its impact and intersection to Christ's model for Mankind.

#### IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

##### **Required Materials**

Textbooks—Luttrell, R. (2016). *Social Media: How to Engage, Share, and Connect*, 2<sup>nd</sup> Edition, Rowman and Littlefield. ISBN: 9781442265240.

#### V. POLICIES AND PROCEDURES

##### A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an *unauthorized* absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
  - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
  - b. Failing to meet group assignment or project requirements while claiming to have done so;
  - c. Failing to cite sources used in a paper;

- d. Creating results for experiments, observations, interviews, or projects that were not done;
  - e. Receiving or giving unauthorized help on assignments.
- By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
- 4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
  - 5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the WPA handbooks for requirements regarding general education and the students' majors.
    - a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
    - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

**B. Department Policies and Procedures**

- 1. **Attendance**—At Oral Roberts University, students are expected to attend all classes. Understanding that there are sometimes unavoidable circumstances that prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets. This allowance is for illness, personal business, and personal emergency. Students may consider this personal days or sick leave. If a student has absences in excess of this number, the earned grade for the course will be reduced one letter grade for each hour's absence above those allowed. A student missing class due to illness must take an unexcused absence. Extended illnesses are handled on an individual basis and require a doctor's excuse.
- 2. **Administratively Excused Absences**—Students who must miss class for University sponsored activities must follow these procedures:
  - a. Inform the professor before the event.
  - b. Arrange to complete missed work within one week.
  - c. Not commit to class performances (oral reports, speeches, television tapings, group presentations, etc.) on a date the student will be gone. Makeup work is not permitted if the student voluntarily commits to a performance on the date of an administratively excused absence.
  - d. Present an excuse, signed by the Dean of Arts and Cultural Studies, the day the student returns.
- 3. **Tardies**—Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining maximum value from the class. Therefore, students should come to class early and prepared to start on time.
- 4. **Literacy**—The Communication, Arts, and Media Department does not accept for credit any written assignment that contains more than an average of three grammatical and/or typographical errors per page.

5. **Whole Person Assessment**—Refer to the Communication, Arts, and Media WPA handbook for policies at (<http://oru.edu>), click on **Academics**, then **WPA**, then **Department Resources**, then **Communication Arts Handbook HTML**.

C. Course Policies and Procedures

1. Evaluation Procedures
  - a. Final letter grades are calculated based on these calculations:
    - In-class Projects and Class Participation **10% of the Course Grade**
    - Quizzes – **30% of the Course Grade**
    - Semester Blog or SNS Project – **60% of the Course Grade**
      - The semester project is made up of multiple parts and ongoing deadlines including:
        - 1A—Blog/SNS Proposal 5%
        - 1B—Content Analysis 5%
        - 1C—Blog/SNS Voice 5%
        - 1D—Blog/SNS Site Metrics Evaluation 5%
        - 1E—Mid-semester Assessment with Update Recommendations 10%
        - 1F—Blog/SNS 10-week content posts, videos/photos, evaluation 15%
        - 1G—Final SNS Evaluation and IMC Plan 15%
2. Whole Person Assessment requirements:
  - a. There is no Whole Person Assessment requirement for this course.
  - b. Artifacts not be submitted electronically or incorrectly submitted receive a zero for that assignment.
3. Assignment Policies and Procedures
  - a. Exercises and projects are designed to immediately apply the course study into a practical framework.
  - b. Project due dates are listed in D2L. The late-work policy applies.
4. Quizzes
  - a. Quizzes over specialized readings and course lectures will be given regularly during the semester.
  - b. Pop quizzes and/or in-class activities are given from time to time and may cover textbook readings and lecture material. Pop quizzes or in-class activities cannot be made up.
5. Late Work
  - a. To help students appreciate the demands of media industry deadlines, exercises not submitted by the due date may be submitted late. However, a **50% deduction** will be made to any late work before grading. Late work may be turned in up to five days late from the initial deadline. Work not submitted within the five-day extension may not be submitted for credit.
  - b. All work must be submitted into Dropbox on D2L. No work will be accepted by email for credit.
  - c. The only exceptions to the deadline policy is from the instructor in case-by-case situations where the circumstances may be such as to allow an exception as sometimes happens in the working news media or due to emergencies, e.g., family death, etc.

- d. Any examination not taken at the scheduled time due to an excused absence must be made up at a time arranged with or by the instructor.

## VI. COURSE CALENDAR

**This is an overview of the course content. Please refer to D2L for the course calendar and all project deadlines.**

- A.
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|--------------|---|
| Week 1:      | Welcome to Social Media Management—An Overview  |
| Week 2:      | Social Media in Integrated Marketing Communications<br>Tool: The IMC Plan             |
| Week 3:      | Stakeholders and Message Design<br>Tools: Communications Planning Calendar<br>Quiz #1 |
| Weeks 4-5:   | Social Media and Consumer Marketing<br>Tools: Social Networking Sites (SNS)           |
| Weeks 6-7:   | Social Media and Nonprofit Management<br>Tool: Storytelling through Images<br>Quiz #2 |
| Weeks 8-9:   | Social Media Analytics<br>Tool: Measurement<br>Quiz #3                                |
| Week 10      | Spring Break  |
| Weeks 11-12  | Social Media in Crisis Communication<br>Tool: Multi-platform Management<br>Quiz #4    |
| Weeks 13-14: | Social Media and Your Brand<br>Tools: LinkedIn and Blogs                              |
| Weeks 14-15: | Social Media Effects<br>Tool: The IMC Plan Applied<br>Quiz #5                         |

The course calendar is an approximate schedule impacted by inclement weather, revival and other university-related interruptions.

This course contributes to the ORU student learning outcomes as indicated below:

**Significant Contribution** – Addresses the outcome directly and includes targeted assessment.

**Moderate Contribution** – Addresses the outcome directly or indirectly and includes some assessment.

**Minimal Contribution** – Addresses the outcome indirectly and includes little or no assessment.

**No Contribution** – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
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<b>1</b>	<b>Outcome #1 – Spiritually Alive</b> Proficiencies/Capacities				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical behavior	X			

<b>2</b>	<b>Outcome #2 – Intellectually Alert</b> Proficiencies/Capacities				
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives			X	
2D	Aesthetic appreciation		X		
2E	Intellectual creativity	X			

<b>3</b>	<b>Outcome #3 – Physically Disciplined</b> Proficiencies/Capacities				
3A	Healthy lifestyle			X	
3B	Physically disciplined lifestyle			X	

<b>4</b>	<b>Outcome #4 – Socially Adept</b> Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural & linguistic differences	X			
4D	Responsible citizenship	X			
4E	Leadership capacity	X			