Missouri Western State University
College of Liberal Arts & Sciences
Department of Communication and Journalism
Fall 2019
JOU 432: Social Media Branding
MW: 9:30-10:50am (Eder 220)
Instructor: Dr. James Carviou
Office: Murphy 207D
Email: jcarviou@missouriwestern.edu
Office hours: MW 3:30-5pm, F 9-11am

Required Materials

Textbooks:

Technology:
Smartphone, Flash Drive, External Hard Drive

Optional:
DSLR camera, Tripod

Client Partners w/the Class:
■ East Hills Cleaners
■ Cardinal Country Bakery
■ Spa on Penn/The Beauty Syndicate/My Beauty Connection (Kansas City Client)
■ Eclipsz Popcorn

Course Description:

This course provides experience with current and emerging social media tools and digital technologies. Students will gain knowledge about various opportunities for strategically implementing digital, social and mobile media into strategic communication practices and research. They will engage in managing their own online reputation as well as a business/organization’s identity through a mastery of social media applications.

Course Objectives:

At the end of this course, you will be able to:

1. Provide insight about and experience with current and emerging social media tools and digital technologies;
2. Have knowledge about various opportunities for strategically implementing digital, social and mobile media into strategic communication practices and research;
3. Understand the importance of managing online reputation and a business/organization’s identity through social media applications;
4. Provide awareness of ethical, legal and privacy issues when using social media outlets;
5. Be able to listen, participating in and monitoring online conversations in a professional and strategic manner;
6. Present insight and strategies related to social media implementation and best practices;
7. Connect theory and application of social media marketing and the strategic decisions made prior to the implementation of social media and mobile technologies;
8. Awareness and understanding of the need for research and evaluation when incorporating social media in an overall IMC campaign.

Grading Policy

The overall assessment of your grade for this course will be a continual evaluation of your progress and retention of knowledge as the semester continues on. This means that I expect by the end of the semester you will have a firm grasp on how to utilize social media through effective brand development and management. Late work will not be accepted. The only time an extension on an assignment will be granted is if I feel its necessary by offering the same opportunity to the entire class.

Grade Benchmarks for the Course: Grades are determined using a 100% scale.

1. Social Media Journal = 15% of Final Grade
2. Social Media Review Posts = 20% of Final Grade
3. Trending Topics Presentation= 5% of Final Grade
4. Social Media Applied Assignments =10% of Final Grade
5. Personal Social Media Brand Portfolio: 20% of Final Grade
6. Client Social Media Campaign Project: 30% of Final Grade

Fall 2019 Social Media Branding Schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENTS</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>August 26-30</td>
<td>Introduction to Social Media Branding Purchase Required Materials</td>
<td>Monday: What is Social Media? Wednesday: Listening on Social Media</td>
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<td>2</td>
<td>September 2-6</td>
<td>Listening to the audience; social media and the evolving news ecosystem.</td>
<td>Monday: No Class (Labor Day) Wednesday: Client Profiles (due Monday) CSB Presentation Read for Monday</td>
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<td>3</td>
<td>September 9-13</td>
<td>Using social platforms to reach targeted audiences and to find sources. Your social media profile: Inventory assignment (in class) Your social media journal (starts now)</td>
<td>Monday: Journal #1 due Friday Wednesday: No Class (Meet w/Client) Reading</td>
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<td>4</td>
<td>September 16-20</td>
<td>What consumers like; consequences of the Facebook algorithm/Facebook and news; Instant Articles; Pages; Groups</td>
<td>Monday: Journal #2 due Friday Wednesday: Reading/Assignment</td>
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<td>5</td>
<td>September</td>
<td>Spreading your message by acquiring fans and</td>
<td>Monday: Journal #3 due Friday</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Topic</td>
<td>Assignment/Due Date</td>
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<td>23-27</td>
<td>followers Instagram and Snapchat/Scheduling posts—why and how (Buffer, Hootsuite, Social Flow)</td>
<td>Wednesday: Reading/Social Media Applied Assignment #1</td>
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<td>6</td>
<td>September 30-October 4</td>
<td>Engagement: What does it mean for news? Building communities; responding to people; comment sections/Audience metrics and analysis</td>
<td>Monday: Journal #4 due Friday Wednesday: Reading/Social Media Review Post #2/Applied Assignment #2</td>
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<td>7</td>
<td>October 7-11</td>
<td>Using the right tone and language in responses Viral media and sharing behaviors</td>
<td>Monday: Journal #5 due Friday Wednesday: Reading/Social Media Review Post #3/Applied Assignment #3</td>
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<td>8</td>
<td>October 14-18</td>
<td><strong>Social Media Client Campaign Critique Midterms</strong></td>
<td>Monday: Journal #6 due Friday Wednesday: Reading</td>
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<td>9</td>
<td>October 21-25</td>
<td>Being authentic; transparency Short social videos; live streaming videos; Facebook Live and news events</td>
<td>Monday: Journal #7 due Friday Wednesday: Reading/Applied Social Media Assignment #4</td>
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<td>10</td>
<td>October 28-November 1</td>
<td>Social media guidelines from professional news organizations/Social media is everyone’s job</td>
<td>Monday: Journal #8 due Friday Wednesday: Reading/Social Media Review Post #4/Trending Topics #1</td>
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<td>11</td>
<td>November 4-8</td>
<td>Asking questions (relates to engagement and community)/Crowdsourcing and UGC Live coverage of events, breaking news</td>
<td>Monday: Journal #9 due Friday Wednesday: Reading/Trending Topics #2</td>
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<td>12</td>
<td>November 11-15</td>
<td>Providing value; free vs. paid <strong>Curation and aggregation: Best practices</strong></td>
<td>Monday: Journal #10 due Friday Wednesday: Reading/Trending Topic #3</td>
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<td>13</td>
<td>November 18-22</td>
<td><strong>Happy Thanksgiving Y’all </strong></td>
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<td>14</td>
<td>November 25-29</td>
<td>Using social network ads/Images, “cards” and animated GIFs: Creating attention with visuals</td>
<td>Monday: Journal #11 due Friday Wednesday: Reading/Trending Topics #4</td>
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<td>15</td>
<td>December 2-6</td>
<td><strong>Social Media Campaign Client Presentations</strong></td>
<td>Monday: Journal #12 due Friday Wednesday: Reading</td>
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**Final Exam:** Friday December 13 at 8:30am-10:30am in Eder 220.

**ATTENDANCE:**
Regular class attendance is considered an essential part of a student’s educational experience and a requirement for an adequate evaluation of student academic progress. When an announced examination falls on the day a student is absent, instructors are not required to prepare or give a make-up test. Consideration will be given to students in the case of genuine illness, emergency, or when acting as a representative of MWSU. It shall be the responsibility of the student to notify the class instructor prior to the absence and if possible, meet the instructor upon the student’s return to discuss the material missed.

**ACADEMIC SUPPORT:**
Students interested in free tutoring for math, writing, and specific courses can contact the Center for Academic Support: [https://www.missouriwestern.edu/cas/](https://www.missouriwestern.edu/cas/). Students needing
research assistance can contact MWSU Library: https://www.missouriwestern.edu/library/.

FINAL EXAM POLICY
The final exam schedule will be published by the Registrar’s Office prior to each semester and the designated period will be used either for administration of a final exam or for other appropriate course terminating activities. All face-to-face courses will have final exams in their regular classrooms during final exam week according to the published schedule. Blended classes, which have weekly meeting times, will hold final exams in their regular classrooms according to the published schedule. Blended classes (online 70%-99%) and 100% online classes will hold final exams online during the final exam week according to the course syllabus. It is the responsibility of both students and faculty to comply with the final exam policy.

STUDENT CONDUCT:
A positive learning environment depends upon mature behavior. Among other things, this means arriving for class on time, listening quietly and respectfully when someone else is speaking, and using socially acceptable business language at all times. Appropriate steps will be taken to ensure this positive learning environment.

ACADEMIC HONESTY:
(From the MWSU Policy Guide, Page 44, Section II. A.)
Academic Honesty Policy and Due Process
Academic honesty is required in all academic endeavors. Violations of academic honesty include any instance of plagiarism, cheating, seeking credit for another's work, falsifying documents or academic records, or any other fraudulent classroom activity. Violations of academic honesty may result in a failing grade on the assignment, failure in the course, or expulsion from school. When a student's grade has been affected, violations of academic honesty will be reported to the Provost or the designated representative.

Violations of Academic Honesty
Violations of academic honesty include, but are not limited to, the following activities:
1. Copying another person's work and claiming it as your own;
2. Using the work of a group of students when the assignment requires individual work;
3. Looking at or attempting to look at an examination before it is administered;
4. Using materials during an examination that are not permitted;
5. Allowing another student to take your exam for you;
6. Intentionally impeding the academic work of others;
7. Using any electronic device to transmit portions of questions or answers on an examination to other students;
8. Using any electronic device to improperly store information for an exam;
9. Knowingly furnishing false information to the University or its representatives.
10. Assisting other students in any of the acts listed above.

STUDENTS WITH DISABILITIES:
(From the MWSU Policy Guide, Instructional Policies, Section III D.)
Any student in this course who has a disability that prevents the fullest expression of abilities should contact the instructor as soon as possible to discuss accommodations. Students seeking accommodations must first provide documentation of needed accommodations to the Accessibility Resource Center (ARC) located in Eder Hall, Suite 203. Once accommodations have been approved by the ARC, students are responsible for notifying their instructors of those accommodations. This should be done within the first two weeks of classes. Accommodations are not retroactive.

HARASSMENT, DISCRIMINATION AND SEXUAL MISCONDUCT:
Consistent with its mission, Missouri Western seeks to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX and University policy prohibit harassment, discrimination and sexual misconduct. Missouri Western encourages anyone experiencing harassment, discrimination or sexual misconduct to talk to someone from the Campus and Local Resources list found in the Student Handbook (https://www.missouriwestern.edu/studentaffairs/wp.../handbook.pdf) about what happened so they can get the support they need and Missouri Western can respond appropriately.

There are both confidential and non-confidential resources and reporting options available to you. Missouri Western is legally obligated to respond to reports of sexual misconduct, and therefore we cannot guarantee the confidentiality of a report, unless made to a confidential resource. Responses may vary from support services to formal investigations. As a faculty member, I am required to report incidents of sexual misconduct and thus cannot guarantee confidentiality. I must provide our Title IX coordinator with relevant details such as the names of those involved in the incident. For more information about policies and resources or reporting options, please visit the following website: https://www.missouriwestern.edu/titleix/sexual-misconduct-policy/

Students have received information via email regarding training regarding Title IX. Student employees may have additional required training. Please follow the link in the email sent to your MWSU student account to complete the training. Students who do not complete the training will receive a hold on their account, prohibiting future semester enrollment until the training is complete. These training courses will ensure that all students are appropriately educated about these important regulations.

CLASSROOM RECORDER POLICY:
The content of any lecture/class presentation remains the intellectual property of the person delivering the session. Students may make audio or video recordings of course activity only with permission of the faculty member conducting the course. If the student believes it is necessary to record sessions due to a disability or needs additional assistance, the student must first contact Missouri Western’s Accessibility Resource Center to establish such need. By virtue of this policy, all students and attendees in any classroom setting or university presentation are placed on notice that they may be recorded or taped, both photographically or audio based. Any and all recordings of lectures or class presentations are authorized solely for the purpose of the student’s individual or group study with other students enrolled in the
same class. Such recordings may not be reproduced or uploaded to publically accessible web environments. Recordings of classes or course material may not be exchanged or distributed for commercial purposes, for compensation or for any other purpose other than study by students enrolled in the present class. Students must delete all recordings and tapes at the end of the course.

Please note that materials used in the classroom or online presentations (video, graphic, photographic, etc.), web-based and social media may also have their own copyright. While presentations and displays are generally allowed when reproduced in the classroom, copyright law does not extend the privilege to second-level reproductions. Any violation of this policy may subject a student to disciplinary action under the Student Code of Conduct as outlined in the Student Handbook and result in disciplinary action by the University and/or punishment under Federal or State Privacy, Intellectual Property or Copyright Law.

**MEETING BASIC NEEDS:**

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to contact the Dean of Students, 226 Blum Student Union, for a list of resources and support. https://www.missouriwestern.edu/studentaffairs/

The Campus Cupboard is a free resource with pantry and hygiene items, located at 214 Blum Student Union. The pantry is typically open Tuesdays and Thursdays from 2-4 pm and by appointment. You can stop by the Vice President for Student Affairs Office, Blum 228, to contact the Dean of Students with questions or concerns. Furthermore, please notify the professor if you are comfortable in doing so. This will enable your professor to connect you with the resources you need.

**PREGNANCY:**

Missouri Western State University does not discriminate against any student on the basis of pregnancy, parenting or related conditions. Absences due to medical conditions relating to pregnancy, and recovery from pregnancy, will be excused for as long as deemed medically necessary by a student’s doctor. Students will be given the opportunity to make up missed work. Pregnant or parenting students needing assistance should contact the Title IX Coordinator, Adam McGowan at 816-271-4432 in Blum Student Union 228.

**DIGITAL EDUCATION CONTINGENCY PLAN:**

As with any technology, Canvas, other Internet-based teaching tools, and email have the potential for technical problems. To prepare for the possibility of course downtime or a performance issue that makes the MWSU system unusable, students are requested to please do the following:
1. Save and/or print a copy of the course syllabus, assignment schedule, and relevant course materials, so class work may proceed—even if there are interruptions in Canvas access.
2. Save the instructor’s telephone numbers, in order to be able to contact her, if necessary.
3. If problems are experienced at any time during this semester, check to determine if the problem is with the Canvas course site and not with an individual Internet provider.
4. Check for announcements about anticipated Canvas downtimes, and plan course work accordingly.
5. In addition to saving assignments on a computer hard drive, please save all assignment files on a flash drive, CD, etc.—in case the computer freezes/malfunctions. Please keep paper and/or electronic copies of all work submitted!

WEATHER OR PANDEMIC CONTINGENCY PLAN:

In the event that face-to-face classes are suspended due to weather or some sort of flu outbreak, etc., the instructor will strive to continue instruction to all students who are able to participate. If and when face-to-face classes are suspended, all students will receive notification from the instructor (email/Canvas announcement/phone call) that details how communication will be maintained, where course information can be located, and what students may expect during such a time period. Some students might be affected by the event and, therefore, be unable to continue class participation; in these cases, individual arrangements will be made between the students involved and the instructor.

UNIVERSITY EMERGENCY NOTICES:

University emergency information can be found on the MWSU homepage. Notices regarding the campus being closed, classes canceled, or other emergencies will be made available through the Griffon Alert Emergency Notification System.