

Social Media Theory and Practice
JOUR 7330-001, M50
TR 5:30-8:30 (classroom and online)
Spring 2015

Professor: Amanda Mauck, MBA
Office Hours: Tuesday, 4-6 p.m. by phone, email or instant messenger
Thursday, 5 p.m. until start and after class until 9 p.m. in person
By Appointment: phone, email, virtually
Phone: 901-569-0853 (call or text)
Email: amauck@memphis.edu (please include J7330 in subject line)

COURSE REQUIREMENTS

CATALOGUE DESCRIPTION:

This course will combine theory and practice to help you develop your understanding of the many changes rocking the media landscape and build the skills you will need to join the fray. Social media is altering how journalists, advertisers and public relations professionals do their jobs and how we communicate in a Web 2.0 world.

You will read research and theory by some of the most formative thinkers in our field examining the impact of social and new media, and then you will apply these core concepts to your real-world use of digital tools.

PREREQUISITE:

Graduate status

TEXTBOOKS/MATERIALS REQUIRED:

- Shirky, Clay. *Here Comes Everybody: The Power of Organizing Without Organizations* (2008).
- Li, Charlene, and Josh Bernoff. *Groundswell: Winning in a World Transformed by Social Technologies*. (2008).
- Vaynerchuk, Gary. *Jab, Jab, Jab, Right Hook*. (2013).

A variety of additional articles will be assigned and available online, distributed to you via email or available using the UM drive.

SUGGESTED TECHNOLOGY:

While not required, a smart phone is encouraged (iPhone, Android, etc.). This class will examine mobile technology, so fully understanding the functionality of a smart phone will aid in this class.

CLASSROOM FORMAT:

Lecture both online and in classroom, Lab

COURSE POLICIES:

1. Be prepared: Make sure to read all assigned material before class and be prepared to discuss it. Your classroom participation in discussion will be part of your grade.
2. Assignments: Assignments will be announced, described and due dates given in class. Plan on a weekly assignment. Assignments are due via email by midnight on the date they are due. Please include "J7330 Assignment Attached" in the subject line.

3. Final project: There will be no final exam in this class, but you will have a final project.
4. It is your responsibility to check your email for class announcements. I will use this as our primary mode of communication
5. LATE WORK POLICY. Work received up to 24 hours past deadline will receive a one letter grade deduction. Work received more than 24 hours late will NOT BE ACCEPTED unless you have made specific prior arrangements.
6. Attendance. Your attendance is mandatory. You may miss one (1) class unexcused. After that, your participation grade will be penalized. If you must miss more than one (1) class, please make arrangements first.

GRADING:

1. Weekly Assignments (40%)
As assigned each week.
2. Mid-term Project (20%)
3. Final Project: (20%)
4. Class Participation (10%)

TENTATIVE SCHEDULE

- Week 1 – January 22, 2015: Introduction and History of Social Media in Business
http://content.time.com/time/video/player/0,32068,710921182001_2037224,00.html
<http://www.digitaltrends.com/features/the-history-of-social-networking/>
<http://www.minot.com/tom/SocialMedia-JAME.pdf>
- Week 2 – January 29, 2015: The Groundswell
 Reading: Groundswell – Chapters 3-4
<http://www.pewinternet.org/2015/01/09/social-media-update-2014/>
- Week 3 – February 5, 2015: Listening, Talking and Energizing
 Reading: Groundswell – Chapters 5-7
- Week 4 – February 12, 2015: Social Media and Journalism, Storytelling
 Reading: Vaynerchuck, Round 1-2
 Shirky, Chapter 3, 7
<http://www.pewinternet.org/2013/10/28/photo-and-video-sharing-grow-online/>
 Watch: <http://www.pewinternet.org/2013/10/10/video-the-rise-of-online-video/3>
 Guest Speaker: Brian Johnston, FedEx Social Media Team
- Week 5 – February 19, 2015: Social Technologies: Facebook, Twitter
 Reading: Vaynerchuck, Round 3-4
- Week 6 – February 26, 2015: Social Technologies: Pinterest, Instagram, Tumblr
 Reading: Vaynerchuck, Round 5-6
- Week 7 – March 5, 2015: Midterm Project Presentations
- Spring Break – March 12, 2015
- Week 9 – March 19, 2015: Crisis Communication
 Reading: <http://prsay.prsa.org/index.php/2013/11/08/friday-five-communicating-during-a-crisis-new-strategies-to-get-the-word-out/>
 UM Drive: How Publics Respond to Crisis Communications

Multiple voices and multiple media co-constructing BP's Crisis Response
Social Listening and the Crisis Cycle
When Frames align – the Interplay between PR, news media
Tapping the Power of battle tested crisis communication
Domino's delivers during crisis
The real-time power of Twitter crisis

Week 10 – March 26, 2015: Internal Communications

Reading on UM Drive:

Corporate Communication, sustainability and social media
Media preferences of digital natives' internal communications
Social media and organizational communication

Week 11 – April 2, 2015: Social Media for Non-Profits

Reading: <http://philanthropy.com/article/At-ALS-Association/151085>
Listen: <http://philanthropy.com/article/Using-Social-Networks-to-Reach/146495/>
<http://philanthropy.com/article/How-to-Use-Social-Media-to/145371/>
<http://philanthropy.com/article/As-Facebook-Grows-Up/144831/>

Week 12 – April 9, 2015: Social Media for Business to Business

Reading on UM Drive: Social media utilization in Business-to-business relationships

Week 13 – April 16, 2015: Emerging Trends in Social Media

Reading: Vaynerchuck, Round 8-9
Other articles to be distributed

Week 14 – April 23, 2015: Final Project Presentations

Week 15 – April 30 – No Class: Study Day

Week 16 – May 7 – No Final Exam – Happy Summer

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentration.

EMAIL:

You must have your UM email account activated. If you are using another provider, such as Google, you are required to have your UM email forwarded to that account. Go to <http://iam.memphis.edu> to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the university. Personal student information, such as grades, is restricted to your UM email address.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for his/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance or habitual late arrival. Your instructor will set the policy for his/her specific class. Students with excessive absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. Assignments turned in late will **NOT** be accepted unless arrangements have been made with the instructor.

ACADEMIC INTEGRITY:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources, misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and/or department chair. Penalties might include grade reductions, failure of the course and/or dismissal of the student from the university.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all” (Office of Legal Counsel, October 17, 2005).

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with civility. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communication reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

AP STYLE AND GRAMMAR:

All written work should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.