

Social Media & Community Engagement

JRSM 7330-M50

Spring 2025

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Catalog Description

This course looks at how to create campaigns and relationships that build organizational voice, serial storytelling, and working with a community to encourage strong organization-public relationships. We will also look at content creation on multiple technologies and platforms including both social and traditional media. Students will be exposed to a variety of case studies and community examples for analysis.

Prerequisites

Graduate status

Textbooks, Software and Required Materials

There is not a required textbook for this class.

Readings and supplemental material will be provided via Canvas.

Asynchronous Class Format

This course is delivered online in an asynchronous format. There is no required meeting time.

Accessing the course website

1. Go to the University of Memphis eLearn home page:
<https://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. On your Canvas Dashboard, click on the link for JRSM 7330-M50 to enter.

GRADING AND COURSE EXPECTATIONS

Use of generative artificial intelligence (AI) (i.e., ChatGPT)

Certain assignments in this course may require you to use ChatGPT for specific purposes and follow specific instructions. For those assignments, you may utilize ChatGPT as directed. For all other assignments, you are not allowed to submit any work that is created, in whole or in part, by ChatGPT or any other AI tool. Assignment submissions may be checked using AI detection

software. Unauthorized use of AI tools, such as ChatGPT, may result in a failing grade or a request to resubmit the assignment.

Below is a general guideline for the major assignments within the class. More details will be provided on Canvas. Deadlines will be listed on each assignment. Unless otherwise noted, all work should be turned in as a Word document in Canvas.

Reading blog posts, 25%. You will be asked to respond to the readings in the form of a 300-word blog post as a discussion post on Canvas. The idea is not to regurgitate the readings but to analyze them by providing insights and comments demonstrating knowledge and deep thinking about theories, methods, and concepts in the week’s readings. You may make connections to readings from other weeks, connections to something you have read about or learned in popular media and more. This weekly assignment will also help you develop your voice throughout the semester. The blog format is to allow you maximum flexibility in finding creative, engaging, and fun ways to synthesize the readings and develop killer content.

You will be given a prompt each week to help guide the direction of your writing.

Individual Assignments, 30%

There will be various assignments throughout the semester, including, but not limited to, content creation for an organization, social media monitoring and listening, audience analysis, and engagement tactics, an organizational social media audit, and creating a social media engagement strategy. Details and deadlines for these various assignments will be provided on Canvas.

Team assignment: Social media campaign design, 45%. Your team will create a strategic one-month social media campaign aimed at increasing audience engagement for either a real or hypothetical organization. This project will enable you to apply concepts from the course—such as audience analysis, content creation, engagement strategies, and performance measurement—while simulating the collaborative nature of social media campaign work in professional environments. Each team member will assume a specific role to support the project's success. Further details will be provided on Canvas.

Grading

Reading blog posts	25%
Individual assignments	30%
Team: Campaign design	45%

A = 90% – 100%

B = 80% – 89.9%

C = 70% – 79.9%

D = 60% – 69.9%

F = Below 60%

Quality of work

All work in the course should follow AP style, including proper spelling, grammar, and language. A large part of mass communication is having a polished written concept of what you are communicating. This includes all classwork and presentations. Although line editing is unlikely, problems in these or other areas will result in the deduction of points.

I expect your work to be good and to be yours. What is not yours should be properly cited. In documenting sources, you should use APA formatting (both internal and external). If you need help with writing and citing sources, Purdue University's OWL is an excellent resource and can be found at https://owl.purdue.edu/owl/purdue_owl.html

Other issues

The best and quickest way to contact me is via email (ksmarks@memphis.edu). Do not use the email within Canvas, use my Memphis.edu email. I will respond to email within 24 – 48 hours. If you have a problem, do not let it snowball. Contact me ASAP.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you must develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final external review while you are enrolled in your capstone course.

You may use any web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system but are encouraged to use WordPress, Wix, or Squarespace. You are also encouraged to purchase a URL if you use the portfolio long-term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Professional social media links (minimum LinkedIn)

You may include a blog, video reels, photograph galleries, presentations, design PDFs, audio files, or writing pieces as examples of professional work. Professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must activate your UofM email account. If you use another provider, such as Google, you must forward all UofM emails to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

Some classes require a tablet, laptop, or smartphone. Others do not. Instructors will set the policy for their specific classes.

AI/Chat GPT

In Journalism & Strategic Media, artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others. Please refer to the specific guidelines for this course in the course-specific part of the syllabus.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission or working with the same general idea may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. For more information about the University's policy on academic integrity, visit the [Office of Student Accountability's website](#).

In addition to university-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or receiving any assistance from others for work assigned to be done on your own as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws. You must have sufficient permission to use any copyrighted materials used in creative projects unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com or a similar electronic detection method for rating your ideas' originality and evaluating the proper use and assignment

of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be a source document in Turnitin.com's restricted access database. It is solely to detect plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or not accepted.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, you must understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor before the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted grammar and punctuation rules. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. These include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to contribute to fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires understanding various perspectives carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional.

Weather policy

Always check with local media and the University of Memphis website regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to, food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help:

<https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors can assist in connecting you with campus or community support.