New Course Proposal

Prepare course proposal in accordance with the guidelines below and the format shown on the following pages.

COURSE PROPOSAL NUMBER: **22-23-11**

REVISION (label Revision #1, #2, etc.):Click or tap here to enter text.
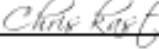
SECTION 1: PROPOSAL INFORMATION

Name:	Aimee L. Richards
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College:	College of Liberal Arts
Department:	Communication
Program Level:	Undergraduate
Date Originally Submitted:	09/29/2022
Implementation Date Requested:	2022-2023

APPROVAL

The Deans of the affected colleges must sign below to indicate their notification and departmental support of this new course proposal. Should this new course affect any other department or program in another college, a memo must be sent to the Dean of each college impacted and a copy of the letters(s) of support must be included with this proposal.

By signing below, you are indicating your college and department(s)'s approval of this proposal.

College	Dean's Signature
cola	*Chris Kast* SignNow e-signature ID: 5c276774e2... 11/08/2022 12:33:54 UTC

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SECTION 2: COURSE CATALOG INFORMATION

1. **Course Subject Prefix and number (e.g., ENGL 1101):** Course number/prefix combinations may be used only once, and <u>may not be recycled</u>; please check with the Registrar's Office to get a list of available, valid course numbers.	COMM 3200
2. **Course Title:** The title of the course as it will appear in the course catalog.	Social Media Communication Concepts and Practices
3. **Number of Credit Hours:** Indicate the total number of credit hours for the course. If you are proposing a course with variable credit options, explain that here.	3
4. **Repeatability (number of repeat credit hours):** Students can repeat the course for credit.	n/a
5. **Course Prerequisites:** Include subject prefix and course number. List only immediate prerequisites (not prerequisites for other prerequisite courses).	none
6. **Course Co-requisites:** Include subject prefix and course number.	none
7. **Course Cross-listings** (e.g., PSYC 2230 and SOCY 2230)	none
8. **Course Restrictions** (e.g., Seniors only)	none
9. **Grade Type:** Indicate whether students will be assigned a standard A-F final grade, a Pass/Fail (P/F) grade, or No Grade (NG).	A-F
10. **Requirements:** Will the course be a required or elective course? What course requirements will this course satisfy? Indicate specific major, minor, or College/Department requirement(s).	Communication degree major requirement
11. **Course Terms:** In what semester(s) will the course be offered? (e.g., Fall only, Summer)	Spring only
12. **Writing Intensive:** Does this course fulfill the Writing Intensive major requirement?	No
13. **Core Curriculum:** Will the course be reviewed and considered as a University Core Curriculum course offering? If yes, you will need to submit a separate Core Curriculum application to the General Studies Committee.	No

SECTION 3: CURRICULUM-BASED RATIONALE

What is the reason for developing the proposed course? Explain how the course fits into the curriculum.
For example, is it a required or elective course for any specific program (if so, which one)? Whic
students will be taking this course? If there are already similar courses offered, explain why the
needs of the
program cannot be satisfied by an existing course. The curriculum-based rationale should be br
and
to the point.

As the Communication degree program moves more into the realm of media, it is important to include the study of social media in our curriculum. Our students need to enter the professiona world with a level of social media literacy. This course will give them a foundation in social media theory and practice.

This course will be required in the Communication degree program and will also be available (and beneficial) to all other majors without prerequisite.

SECTION 4: ATTACH THE FOLLOWING SYLLABUS COMPONENTS:

Catalog Course Description: Include a course catalog description written in complete sentences that will be published in the university catalog. The word length for a catalog description should be less than 80 words. Do not include any prerequisites, corequisites or any other restrictions in the description.

This course focuses on social media practice, theory and evolution. Students will explore the major media platforms, their evolution and their use in interpersonal, organizational and societal communication.

Course Learning Outcomes: These should be stated in terms of what new knowledge and/or skills students should be able to demonstrate upon successful completion of the course. Present course learning outcomes as a bulleted list predicated with "Upon successful completion of this course, students should be able to…"

Outcome 1-Define social media

Outcome 2-Analyze the professional and societal impacts of social media

Outcome 3-Employ methodologies from communication and the social sciences to analyze how social media is applied in terms of interpersonal communication, business and organizations and society.

Outcome 4-Develop a framework for measuring social media effects

Assessment: Describe generally how students' achievement of the course learning outcomes will be assessed.

Content will be organized into units. Each unit will have 1-2 projects, a discussion and a quiz. The Course outline indicates which assessment maps to each course and unit level outcome.

Course Outline: Attach a course content outline consisting of at least two levels.

I. Unit 1: Double Edged Sword

    A. Unit Outcomes
      1. Define and describe the primary terms associated with social media
      2. Describe the tiers of the social media pyramid
      3. Analyze the positive and negative impacts of social media and how they occur

    B. Unit Activities
     1. Project: The Social Media Pyramid
     2. Discussion: The Dark Side of Social Media
     3. Quiz

II. Unit 2: Social Media's Place in Mass Communication Evolution

    A. Unit Outcomes
      1. Outline the evolution of media
      2. Compare the impacts of traditional, digital and emerging media
      3. Apply basic communication theories associated with mass media

    B. Unit Activities
     1. Project: Social Media Timeline
     2. Discussion: Social Penetration Theory and Social Media
     3. Quiz

III. Unit 3: Social Media and Me

    A. Unit Outcomes
      1. Compare and contrast social media platforms as they apply to interpersonal communication

2. Evaluate and analyze personal social media usage

B. Unit Activities
1. Project: Social MEdia
2. Discussion: Social Media as a Mirror
3. Quiz

IV. Unit 4: Social Media and Organizational Communication

A. Unit Outcomes
1. Identify how social media impacts business and organizational communication
2. Explain the role social media plays in an integrated communication strategy

B. Unit Activities
1. Project: Brand
2. Discussion: Strategic Communication in Social Media
3. Quiz

V. Unit 5: Communication Models in Social Media

A. Unit Outcomes
1. Summarize the theories and social movements associated with social media
2. Identify how social media has and can serve as an agent of change

B. Unit Activities
1. Project 1: Communication Models and Movements
2. Project 2: Arab Spring
2. Discussion: The Power of Communication Tools
3. Quiz

VI. Unit 6: Measurement in Communication Contexts

A. Unit Outcomes
1. Discuss the role of measurement in social media evaluation
2. Explain the challenges in measuring social media
3. Identify tools to track and generate social media analytics

B. Unit Activities
1. Project: Social Media Analytics
2. Discussion: Measurement
3. Quiz

Curriculum Alignment Map

COURSE OUTCOME	UNIT OUTCOME	ASSESSED ACTIVITY

Outcome 1-Define social media	*Unit 1 Outcome 1* *Define and describe the primary terms associated with social media*	Unit 1 Project 1: The Social Media Pyramid Unit 1 Quiz
	Unit 1 Outcome 2 *Describe the tiers of the social media pyramid*	Unit 1 Project 1: The Social Media Pyramid Unit 1 Quiz
	Unit 1 Outcome3 *Analyze the positive and negative impacts of social media and how they occur*	Unit 1 Discussion: The Dark Side of Social Media Unit 1 Quiz
	Unit 2 Outcome 1 *Outline the evolution of media*	Unit 2 Project: Social Media Timeline Unit 2 Quiz
Outcome 2-Analyze the professional and societal impacts of social media	Unit 2 Outcome 1 Outline the evolution of media	Unit 2 Project 1: Social Media Timeline Unit 2 Quiz
	Unit 2 Outcome 2 Compare the impacts of traditional, digital and emerging media	Unit 2 Project 2: The Media Landscape Unit 2 Quiz
	Unit 2 Outcome 3 Apply basic theories associated with mass media	Unit 2 Discussion: Social Penetration Theory and Social Media Unit 2 Quiz
Outcome 3-Employ methodologies from communication and the social sciences to analyze how social media is applied in terms of interpersonal communication, business and organizations and society.	Unit 3 Outcome 1 Compare and contrast social media platforms as they apply to interpersonal communication	Unit 3 Project 1: Social *ME*dia Unit 3 Discusison: Social Media as a Mirror Unit 3 Quiz
	Unit 3 Outcome 2 Evaluate and analyze personal social media usage	Unit 3 Project 1: Social *ME*dia Unit 3 Discusison Unit 3 Quiz
	Unit 4 Outcome 1 *Identify how social media impacts business and organizational communication*	Unit 4 Project 1: Brand Unit 4 Quiz
	Unit 4 Outcome 2 *Explain the role social media plays in an integrated communication strategy*	Unit 4 Project 1: Brand Unit 4 DiscussionStrategic Ommunication in Social Media Unit 4 Quiz

	Unit 5 Outcome 1 Summarize the theories and social movements associated with social media	Unit 5 Project 1: Social Media Models and Movements Unit 5 Quiz
	Unit 5 Outcome 2 *Identify how social media has and can serve as an agent of change*	Unit 5 Project 2: Arab Spring Unit 5 Discussion Unit 5 Quiz
Outcome 4-Develop a framework for measuring social media effects	*Unit 6 Outcome 1* *Discuss the role of measurement in social media evaluation*	Unit 6 Project 1: Social Media Analytics Unit 6 Quiz
	Unit 6 Outcome 2 *Explain the challenges in measuring social media*	Unit 6 Project 1: Social Media Analytics Unit 6 Discussion Unit 6 Quiz
	Unit 6 Outcome 3 *Identify tools to track and generate social media analytics*	Unit 6 Project 1: Social Media Analytics Unit 6 Quiz