



## **CNMT 420 Social Media**

**4 credits**

**2:00 pm– 3:50 pm F      Location:    SCI A224**

**Instructor:** Susan Weinschenk, PhD

**Office:** B243, Science Building

**Email:** [susan.weinsch@uwsp.edu](mailto:susan.weinsch@uwsp.edu)

**Phone:** 847-909-5946

**Office Hours:** By appointment

### **Course Description**

This course will focus on online marketing, especially on the role of social media. Topics will include: the behavioral science of social communication online, the user experience of social media, legal and ethical issues in social media, and strategies for effectively using social media for growing a business and/or community. Student teams will work on case studies with actual organizations and companies to plan social media strategies, as well as experience the "care and feeding" of social media communities. Diverse applications will include, healthcare, wellness, tech, and non-profits.

### **Objectives**

By the end of this semester, you will be able to:

- Describe the major platforms for social media
- Describe the most current stats on the major social media platforms
- Evaluate an existing social media platform for an existing company/organization/brand and recommend changes
- Plan a social media campaign
- Describe the legal and ethical issues around social media
- Describe how social media is used for research and "social listening"

### **Required Text and Material Purchase**

There is no textbook for this course. Instead students will use primary and secondary sources. Students will be required to set up multiple social media accounts.

## **Assignments**

Assignments will be announced in class and posted online. If you miss class, it is your responsibility to check online for any homework assignments and supporting material which may have been given out during class.

In-class assignments may not be made up or turned in after the end of class.

## **Grading**

1000 total possible points:

- 100 points for Attendance AND Participation
- 200 points for the Final Exam
- 200 points for in-class and homework graded activities
- 200 points for quizzes
- 300 points for the Case Study final presentation

LATE ASSIGNMENTS -- If your assignments are handed in late you will lose 20% of the available points for every 24 hours you are late.

ATTENDANCE AND PARTICIPATION -- Students are expected to attend class. If you miss a class it is your responsibility to contact classmates to get information you missed. Points are given for physically being present, as well as for positive, helpful class participation:

0 to 32 points for being physically present

33 to 70 points for being physically present and listening and participating in activities

71 to 100 points for being physically present, listening, participating in activities, and asking and/or answering questions

Examination and quizzes are during lecture time. Contact the professor via e-mail (sweinsch@uwsp.edu ) or phone (847-909-5946) to learn how to make up a missed exam or quiz. The final examination is a comprehensive exam. If you contact the professor, ahead of time, the professor reserves the right to make arrangements for alternate exam test taking.

## **Graded Activities**

There will be in-class and/or homework activities where you will apply what you have learned.

## **Case Study**

You will be assigned to a team and to a case study project.

## **Grading Scale**

A	= 94-100% of all possible points
A-	= 90-93.99%
B+	= 87-89.99%
B	= 84-86.99%
B-	= 81-83.99%
C+	= 78-80.99%
C	= 75-77.99%
C-	= 72-74.99%
D	= 69-71.99%
F	= <69%

## **Final Exam**

The final exam is scheduled for Monday, May 14 from 10:15 to 12:15, however the instructor may opt to have the final exam on the last day of class instead.

## **The Role of the Professor**

Professor Weinschenk will facilitate student research, projects and reports, and provide coaching and mentoring on class projects. It is Professor Weinschenk's goal that everyone in class will succeed.

## **The Role of the Student**

As a student in this class, you are expected to be an active learner:

- You are encouraged to try new things, make mistakes, and need help. Your professor will help you get back on track if needed.
- You are expected to do participate fully and do quality work on your topic reports and presentations.
- You are strongly encouraged to ask as many questions as you need to.
- You are expected to take notes as needed so that you remember information.

## **Student Academic Standards and Disciplinary Procedures**

UWSP has specific guidelines regarding student rights and responsibilities in class and on campus explained at

<http://www.uwsp.edu/dos/Documents/CommunityRights.pdf>

## **Disability Services**

For information on **accommodations** available to students with disabilities, visit the Office of Disability Services in room 609 Learning Resource Center (715-346-3365) or their website:

<http://www.uwsp.edu/special/disability/>. Information can also be found at:

<http://www.uwsp.edu/admin/stuaffairs/rights/rightsADAPolicyInfo.pdf>

## **Academic Standards**

The University of Wisconsin – Stevens Point is an academic community of individuals committed to the pursuit of learning, the acquisition of knowledge, and the education of all who seek it. This course expects that all work turned in for a grade is your own, or that of your group. A description of your rights and responsibilities as a member of the UWSP community can be found at:

<http://www.uwsp.edu/dos/Pages/Information%20for%20Students.aspx>

Student Academic Standards and Disciplinary Procedures (UWS/UWSP Chapter 14) is available at

<http://www.uwsp.edu/dos/Documents/Community%20Rights%20and%20Responsibilities.pdf#page=8>

## **In an Emergency**

In the event of a medical emergency, call 911 or use red emergency phone located to the right of the pendulum in the 2nd floor hallway of the Science Building. Offer assistance if trained and willing to do so. Guide emergency responders to victim.

In the event of a tornado warning, proceed to the lowest level interior room without window exposure on the first floor lavatory in the Science Building. If time or space do not allow, go to A224 or A225 Science Building or remain in the hallways around those classrooms. See

<http://www.uwsp.edu/rmgt/Pages/em/procedures/other/floor-plans.aspx> for floor plans showing severe weather shelters on campus. Avoid wide-span rooms and buildings.

In the event of a fire alarm, evacuate the building in a calm manner. Meet at the far end of Lot X where the driveway enters Lot X. Notify instructor or emergency command personnel of any missing individuals.

Active Shooter – Run/Escape, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet. Follow instructions of emergency responders.

Watch the Active Shooter video at:

<https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Shots%20Fired%20-%20Lightning%20Strikes.aspx>

Watch the Preventing Violence video at:

<https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Flashpoint%20on%20Campus.aspx>

See UW-Stevens Point Emergency Management Plan at [www.uwsp.edu/rmgt](http://www.uwsp.edu/rmgt) for details on all emergency response at UW-Stevens Point.