

**College of San Mateo**  
**Official Course Outline**

1. **COURSE ID:** DGME 107    **TITLE:** Introduction to Social Media  
**Units:** 3.0 units    **Hours/Semester:** 40.0-45.0 Lecture hours; 24.0-27.0 Lab hours; and 80.0-90.0 Homework hours  
**Method of Grading:** Grade Option (Letter Grade or Pass/No Pass)  
**Recommended Preparation:**  
    Eligibility for ENGL 838 or ENGL 848 or ESL 400.
2. **COURSE DESIGNATION:**  
**Degree Credit**  
**Transfer credit:** CSU
3. **COURSE DESCRIPTIONS:**  
**Catalog Description:**  
    Students will explore the possibilities and limitations of social media and will have hands-on experience with several forms of social media technology, such as Facebook, Twitter, blogs and wikis. This course provides a framework for understanding and evaluating social media tools and platforms.
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
    Upon successful completion of this course, a student will meet the following outcomes:
  1. Define the purpose and features of different types of social media.
  2. Analyze the impact of social media on society.
  3. Evaluate the personal and professional ramifications of information placed on social media.
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
    Upon successful completion of this course, a student will be able to:
  1. Discuss current social media tools and trends.
  2. Identify and create different types of social media.
  3. Discuss the positive and negative influences of social media on individuals, businesses, and society as a whole.
6. **COURSE CONTENT:**  
**Lecture Content:**
  1. History of Social Media
  2. Ethics of Social Media
  3. LinkedIn, Blogs and Video
  4. Facebook and Twitter
  5. Snapchat, Instagram, and Pinterest
  6. Security and Privacy
  7. Crowdsourcing
  8. Social Media Marketing**Lab Content:**  
    Students use lab time to complete projects and textbook assignments under the guidance of the instructor. Students will complete lab exercises and assignments that reinforce the lecture material along with strengthening their skills utilizing the appropriate software.
7. **REPRESENTATIVE METHODS OF INSTRUCTION:**  
    Typical methods of instruction may include:
  - A. Lecture
  - B. Lab
  - C. Activity
  - D. Critique
  - E. Discussion
  - F. Guest Speakers
  - G. Observation and Demonstration
  - H. Other (Specify): A. Lecture/Discussion -Encompassing in-class demonstrations and explanations on course topics. B. Lab -Students will demonstrate examples of course topics C. Reading Assignments Students will

be given reading assignments from class textbook to become familiar with the material presented in corresponding lecture, lab or quiz. D. Project Assignments - Students will be given project assignments to demonstrate their knowledge of theory and software.

#### 8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

##### **Writing Assignments:**

- Weekly assignments/projects
- Student self-assessment assignment
- Midterm
- Final Exam

##### **Reading Assignments:**

- Textbook-Required reading
- Online Resources
- Instructor Resource

#### 9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Performance
- C. Class Work
- D. Exams/Tests
- E. Homework
- F. Lab Activities
- G. Oral Presentation
- H. Papers
- I. Portfolios
- J. Projects
- K. Quizzes
- L. Written examination
- M. A. Projects - Students will be assigned projects to execute to specifications. Students will be graded on performance of these projects. B. Quizzes/Midterm/Final Exam - Students will be tested on their retention of important principles. C. In-Class Demonstrations -Students will make presentations and demonstrate course topics.

#### 10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Fuchs Christian. *Social Media: A Critical Introduction*, 2nd ed. SAGE Publications Ltd, 2017
- B. Chayko. Mary. *Superconnected: The Internet, Digital Media, and Techno-Social Life*, 1st ed. SAGE Publications, Inc, 2016

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**Course Originator:** Diana Bennett