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)

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 the 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. Preace, Jeremy. *Social Media Marketing 2021: 4 BOOKS IN 1 - Social Media for Beginners, Instagram Marketing to Become an Influencer, Facebook Advertising, Google AdWords (Analytics, SEO and ADS for Your Business)*, ed. Independently published, 2021

Origination Date: November 2021
Curriculum Committee Approval Date: January 2022
Effective Term: Fall 2022
Course Originator: Diana Bennett