COMMUNICATION MEDIA
ADMN 2450

Class Hours:  4.0  Credit Hours:  4.0
Laboratory Hours:  0.0  Date Revised:  Fall 2013

Catalog Course Description:

Course focuses on creating a professional corporate presence by using available media resources. Effective communication skills are emphasized as students explore social networking through the use of Web conferencing, mobile computing, blogs, videos, audio clips, and podcasts.

Entry Level Standards:

Keyboarding skill of 28 wpm (minimum).

Prerequisites:

ADMN 1005 and ENGL 1010

Co-requisites:

None

Textbook(s) and Other Course Materials:

Textbook: The Social Media Bible: Tactics, Tools, and Strategies for Business Success (Third Edition) by Lon Safko; Published by John Wiley & Sons (2012) - Paperback 1118269748

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Introduction and overview of Web 2.0; social networking; professional writing skills including explanation of weekly grammar/punctuation assignments.</td>
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<tr>
<td>2</td>
<td>Blogging</td>
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<tr>
<td>3</td>
<td>Photosharing techniques for the Web</td>
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<tr>
<td>4</td>
<td>Audio recording and editing</td>
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<tr>
<td>5</td>
<td>Video recording and editing</td>
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<tr>
<td>6</td>
<td>Podcasting /streaming</td>
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<tr>
<td>7</td>
<td>Microblogging</td>
</tr>
<tr>
<td>8</td>
<td>Online productivity applications</td>
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<tr>
<td>9</td>
<td>RSS/Aggregators</td>
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</tbody>
</table>
II. Course Goals*:

The course will:

- Extend students’ knowledge of communications media. (II, VI)
- Strengthen vocabulary, grammatical/punctuation skills for professional writing. (V, VI).
- Develop the students’ ability to understand mobile computing resources and web implications. (I, II, IV, VI)
- Guide students through using screen captures and audio recordings. (I, III, IV)
- Increase understanding of methods used for web conferencing. Participate in a web conference. (I, III, IV, VI)
- Improve ability of students to create video presentations. (I, III, IV, VI)
- Enhance students’ ability to create and effectively use blogging and microblogging. (I, III, IV, VI)
- Expand ability to research and identify businesses with a successful corporate presence. (VI)
- Emphasize mastery of course through course capstone social media project. (III, VI)

*Roman numerals after course objectives reference goals of the Administrative Professional Technology program.

III. Expected Student Learning Outcomes*:

Students will be able to:

1. Conduct research on current social networking trends. (A)
2. Identify popularity of various resources available for communications media. (A)
3. Complete grammar/punctuation exercises to strengthen writing skills. (B)
4. Evaluate mobile computing devices and applications. (C)
5. Use screen captures and recording software to create audio clips. (D)
6. Evaluate podcasting and record a podcast. (D)
7. Set up Skype account and participate in web conferencing. (E)
8. Create video clips to be published to the web. (F)
9 Use tools such as blogs and wikis to communicate. (G)

10 Contribute to class blog each week. (G)

11 Identify and create RSS feeds. (G)

12 Participate in microblogging with tools such as Twitter. (G)

13 Explore various businesses online that successfully use social networking to communicate with customers. (H)

14 Choose a company, develop and present a marketing strategy using communications media resources covered during the course. (I)

*Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 20% of grade

Testing will consist of written exams.

B. Laboratory Expectations:

This college-level course is structured as a lecture-format class. You will be expected to do lab work in addition to class time to complete assignments. Occasionally, time will be allowed at the instructor's discretion to complete assignments in class. Open labs are available at all campuses. Check posted hours.

C. Field Work:

N/A

D. Other Evaluation Methods: 80% of grade

- 60% homework, quizzes, and in class assignments
- 20% capstone project

E. Grading Scale:

The final grade will be determined by adding each component's average based on the weighted percentage for each component as noted above.

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>92 – 100</td>
<td>A</td>
</tr>
<tr>
<td>89 – 91</td>
<td>B+</td>
</tr>
<tr>
<td>82 – 88</td>
<td>B</td>
</tr>
<tr>
<td>79 – 81</td>
<td>C+</td>
</tr>
<tr>
<td>72 – 78</td>
<td>C</td>
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<tr>
<td>65 – 71</td>
<td>D</td>
</tr>
<tr>
<td>0 – 64</td>
<td>F</td>
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V. Policies:

A. Attendance Policy:
Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:
• Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
• Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
• Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
• Taking an exam for another student.
• Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by sending email to disabilityservices@pstcc.edu, or visiting Goins 127, 132, 134, 135, 131. More information is available at http://www.pstcc.edu/sswd/.

D. Other Policies:

**Computer Usage Guidelines**: College-owned or -operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State's computing resources in an effective, efficient, ethical and lawful manner.