Social Media & The Web

Class Title:	Social Media and The Web	**Dates:**	August 20 – October 16, 2018
Course Number:	CIMW 207, Ticket #18555	**Format:**	100% Online
Units:	1.5		

Instructor Information
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Course Description
Overview of the historical and current aspects of the Internet, online communications, and social networking basics. Students are introduced to netiquette 508 standards, electronic mail, discussion groups, video and non-video chat rooms, search techniques and tools, the World Wide Web, Internet browsers and add-ons for web browsers. Web page development, design, content and security issues are introduced.

Learning Objectives
Upon completion of this course, the student will be able to:
1. Describe the Internet and how it works.
2. Illustrate how to send, receive, print and organize email messages.
3. Describe how to use social networks and chat rooms.
4. Utilize search engines to navigate and search the web.

Student Learning Outcomes
1. Clearly describe how the Internet originated, developed, and is currently evolving.
2. Demonstrate concrete abilities in the use and proper etiquette of using email.
3. Identify and manage profiles within multiple social media platforms most widely and currently in use.
4. Recognize valid social media platforms and identify spam strategies that target personal internet users.

Textbooks:
1) Schneider, Gary. "New Perspectives on the Internet: Introductory," 9th Edition. ISBN: 978-1111529123. Cengage – Course Technology. ©2013.
2) Miller, Michael. "Next Series: Social Networking," Second Edition. ISBN: 978-0133418736. Pearson. ©2014.

Class Format
Course instruction will be delivered online via Canvas and special real-world resources. Individual, group, and interaction occur online. The "online classroom atmosphere" will be active and engaging and will require focus and commitment throughout the term. Be prepared to participate in class discussions by keeping up with assigned readings/homework and contributing thoughtful questions and input.

HOW, WHEN AND WHERE TO FIND PROF. KNAPP

OFFICE HOURS:
Tuesdays, Wednesdays and Thursdays: 9:00 – 10:00 a.m. in BGS 226, Office 206
Online office hours (either by email or Zoom) are also held by appointment only.

Or, you can always reach me at (in order of preference):
E-mail: rknapp@saddleback.edu
Zoom: Zoom.us/j/3950243753
Phone: (949) 582-4613

HOW THIS COURSE WORKS

This distance education course is taught using the texts and various online tools. The components are organized into three learning modes: textbook reading, online instruction, and "live" activities. Students will also be directed to various web sites to view video clips, complete activities, or read additional instructional material. You *must* have access to a computer with a reliable Internet connection, e-mail, and a recent version of Internet Explorer or Firefox. This course is not recommended for students who are computer novices. **This course is also NOT recommended for students who struggle with self-discipline or time management!** If you find that you need the structure of the classroom in order to acquire the best learning and deliver your best work, then you should enroll in the live version of BUS 160. See the current Course Schedule for class times.

ONLINE RESOURCES TO UNDERSTAND FOR THIS COURSE

Canvas
We will use Canvas for the following:
- Posting to the Discussion Board
- Submitting Assignments
- Viewing PowerPoint Lecture Presentations
- Viewing Learning Activity (assignments) Details
- Obtaining Forms or other Documents needed to complete Assignments

JupiterGrades
We will use JupiterGrades for our online course gradebook.

ONLINE INSTRUCTION VS. HOMEWORK

Online instruction is the distance education alternative to classroom instruction. It may take the form of a presentation to view in Canvas, on YouTube, or on another Web site. Sometimes the instruction may take the form of additional reading. Online exams are considered part of the online instruction time.

Learning assignments are due weekly and may be in the form of threaded discussions on the Canvas Discussion Board, written assignments submitted through Canvas, online chapter previews or other assignments. Since some learning activities would normally be carried out during classroom time, some of these activities are considered part of the online instruction time, and others are considered homework.

Online Instruction	Homework
• Chapter Presentation Review • Weekly Discussion Participation • Projects (preparation)	• Chapter Readings • Assignments • Projects (presentation)

COURSE POLICIES

General Expectations
- All written assignments must be typed to be considered for credit.
- Students will respect that it may take up to 48 hours for the professor to respond to an email inquiry, and understand that sending numerous follow-up emails within that 48-hour period will not expedite a response.
- Students struggling in the course will come to the professor to seek guidance sooner than later.
- Students will conduct themselves in a professional and mature manner at all times while in class, working with teams and communicating online (email, Canvas, etc.).
- Students are expected to take responsibility for their own learning.   It is not the professor's responsibility to manage your time, deadlines or out-of-class project requirements.
- Work will be submitted on time.   Assignments submitted late will be penalized 10% per day.

Technology Knowledge Expectation
Basic Internet skills and access to word processing software are required for this course. Many options are available for students who desire to review Internet basics - including College courses and free online tools.

Participation
Students deciding not to participate in this course, retain responsibility to drop the class. Students who choose not to participate in the course and do not drop the class will receive an earned grade per the syllabus grading rubric.

Plagiarism Policy
Academic integrity is taken very seriously in this course.   Plagiarism is any conduct in academic work or programs involving misrepresentation of someone else's words, ideas or data as one's original work.   Cheating is the use of any unauthorized materials, or information in academic work, records or programs, the intentional failure to follow express directives in academic work, records or programs, and/or assisting others to do the same.   You are responsible for authenticating any assignment submitted to an instructor.   If asked, you must be able to produce proof that the assignment you submit is actually your own work.   Therefore, I recommend that you engage in a verifiable working process: Keep copies of all drafts of your work, make photocopies of your research materials, write summaries of research materials, save writing center receipts, keep logs or journals of your work, save drafts/revisions of assignments under different file names, etc.   The inability to authenticate your work, should I request it, is sufficient grounds for failing the assignment.   Academic dishonesty, including, but not limited to falsification, plagiarism, cheating or fabrication, which compromises the integrity of an assignment, a college record or a program is in violation of Saddleback College's student Code of Conduct.   Please review your Student Handbook to fully understand your responsibilities within this important college policy.

Accommodations for Students with Disabilities
This course meets the requirements set forth in the accessibility checklist and universal design grid provided by Special Services.   The Web pages, video presentations, textbooks and class materials used in this course are accessible to students with disabilities.

Privacy
The Family Rights and Privacy Act of 1974 restricts the release of certain student information such as grades. Therefore, please do not call for grade information. Your grades will be made available through the JupiterGrades link found in Canvas, and final grades will be posted through MySite.

ASSESSMENT OF STUDENT LEARNING

Social Media Pre-Test
This brief assessment will help the professor best understand the level of experience and social media awareness of the entire class. A grade will be given based on completion, not on a student's score. This is a pass/fail assignment.

Social Media Projects
As we explore each social media platform and web functionality, you will complete a related project to demonstrate your learning. Don't worry about perfection! This is an opportunity to explore and experiment with your new skills. Details for each project will be distributed in class each week. Projects are due every Sunday night by 11:59 p.m. in the Project Dropbox.

Final Exam
The final exam will be a comprehensive review of all material covered in the course throughout the semester.

GRADING POLICY

Course Evaluation

Getting Started Assignments	20 points	
Social Media Pre-Test	20 points for completion	(Your score doesn't affect your grade)
Social Media Projects		
Email Project	50 points	
Google Project	50 points	
Facebook Project	50 points	
Twitter Project	50 points	
Instagram Project	50 points	
YouTube Project	50 points	
LinkedIn OR Pinterest Project	50 points	
Final Exam	60 points	

Total Possible   *450 Points*

Grading Scale: A = 90-100%   B = 80-89%   C = 70-79%   D = 60-69%   F = 59% and below

COURSE SCHEDULE AND CONTENT OUTLINE
(Subject to Revision and Unexpected Changes)

Work you are responsible to submit each week is highlighted in **BOLD.** Extra Credit is listed in *italics.*
Deadlines are 11:59 p.m. on the date listed for all assignments.

Week	Date	In-Class Activities	Homework
Week 1	8/20	Introductions, Syllabus Review, Housekeeping	❑ Get Familiarized with Blackboard classroom ❑ Complete Getting Started Assignments
Week 2	8/27	Chapter 1 – Social Media Overview	❑ Social Media Pre-Test
Week 3	9/4	Chapter 2 & 3 – Using Facebook	❑ Facebook Project
Week 4	9/10	Chapter 7 – Using Twitter	❑ Twitter Project
Week 5	9/17	(Not in Text) – Using Instagram	❑ Instagram Project
Week 6	9/24	Chapter 5 – Using LinkedIn Chapter 6 – Using Pinterest	❑ LinkedIn OR Pinterest Project
Week 7	10/1	Chapter 8 – Using Other Social Media	❑ YouTube Project
Week 8	10/8	Ch. 1 – Browser Basics Ch. 2 – Basic Communication on the Internet: Email Ch. 4 – Using Google Tools	❑ Email & Google Project
FINAL EXAM – Due by Tuesday, October 16th at 11:59 p.m. – ONLINE			