MC3314.253

Social Media for Strategic Communication

Spring 2025

Mondays at 3:30-4:50
Old Main 320

Instructor: Courtney Lyons-Garcia

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This is a hybrid class.
Class meets in person on Mondays, with additional online content available each Wednesday to be completed prior to the next class. Wednesdays are considered class days and you required to watch the recorded lectures and complete associated assignments on those days.

READ THIS

This course is a hybrid course meaning that you are expected to attend and participate in one face-to-face class per week. The rest of course materials will be delivered via Canvas. Some in-class activities will be assigned and completed during the assigned class time. Please plan accordingly. Failure to complete in-class activities will result in an absence for that class period and a zero for that assignment.

Office Hours: I will have office hours on Mondays from 3:00PM-3:30PM prior to class (by appointment).

I'm also available for a phone call or Zoom meeting at other times; please email me to set up a time that is convenient for both of us.

I am not available to meet on weekends and university holidays.

Course Description: *3314 Social Media for Strategic Communication (3-0)*

3314 Social Media for Strategic Communication (3-0)
This course will explore new emerging technologies and mediums influencing strategic communication research and practices. It will discuss the interactions, channels, SEO, and social media metrics used to gauge the success of social media campaigns. Students will also examine

successful social media case studies.

Learning Objectives:
By the end of the course students will be able to:
● Discuss the building blocks of social media
● Provide awareness of ethical, legal, and privacy issues when using social media outlets
● Conduct a social media audit
● Develop a social media strategy/plan
● Understand how to use the analytics to improve the social media campaign
● Provide insight about and experience with current and emerging social media tools and digital technologies
● Have knowledge about various opportunities for strategically implementing digital, social, and mobile media into strategic communication practices.

Course Requirements: Students are expected to read all the assigned materials and assigned readings. Students are expected to communicate with the instructor through email, phone, or visit during office hours or by appointment. All out-of-class assignments and class lecture slides will be posted on Canvas. It is your responsibility to get in-class discussion notes from your classmates.

INTERNET CONNECTIVITY

You are required to have access to Zoom and have a reliable internet connection. If you have technology issues, please get support from ITAC.

Required text and apps:

AP Stylebook, Newest edition preferred- Available via Alkek library database at no cost

Access to Facebook, Instagram, Twitter and LinkedIn.

In place of a textbook, we will utilize a social media simulator, STUKENT, to provide you even more experience with content creation and analytics analysis. A link to the simulation will be sent to you. Cost: Approximately $69.99 (subject to change)

Supplemental reading:

In addition to the text, supplemental readings will be posted on CANVAS. Reading materials on CANVAS will be identified in the weekly class schedule.

CLASSROOM MANAGEMENT

Course Usage of CANVAS

Copies of the course syllabus and major assignments and quizzes may be found on CANVAS. You are responsible for regularly checking the online resources, which is accessed through the Texas State Portal. The site will be updated with new readings, assignments, etc. and you're expected to check it out before each class.

You will be assigned a number of readings, accessed via either CANVAS or links posted on the course site. These readings are not optional; you should be prepared to discuss them in class and will be expected to retain and apply the lessons they contain.

You ***must*** have an active e-mail address that you check regularly.

Material Content Policy:

Students should provide thoughtful and factual information on tests and written assignments. Factual errors will result in a grade reduction. All materials produced for MC3314 must be created/developed during the current semester for this particular course.

COURSE ASSIGNMENTS AND GRADING

Writing
In order to successfully complete the course, you must be able to write coherently and logically. You should make careful considerations along the following lines when writing materials: Purpose, Persuasive Strategy, Appropriateness, Format, Accuracy, Creativity, and Effectiveness. Your ability to successfully adhere to the standards of excellence along these criteria will determine your grade.

All written assignments should be typed and double-spaced. Please use either Times New Roman or Arial, font size 12 (unless otherwise specified).

Participation
Your participation in discussions is expected. As a practitioner, you will be required to influence public relations activities and affect campaign strategies in boardroom meetings where your ability to converse about your craft will be mandated. Your ability to intelligently discuss issues is critical, therefore, prepare for class, anticipate discussions and be ready to talk intelligently about problems that may arise.

Grades are available via the Canvas grade book. Your final grade will be calculated using the following percentages:

In-Class Activities	20%
Assignments	20%
Quizzes	15%
Stukent	20%
Exams	25%

Letter grades will be awarded according to the following scale:

A: 89.45-100.00

B: 79.45-89.44

C: 69.45-79.44

D: 59.45-69.44

F: 0-59.44

End of Semester Rounding

There will not be any additional extra credit offered at the end of course.

I reserve the right to round grades up at the end of the semester but it is not a given—i.e. an 89.44 is an 89.44 not a 90. My perspective is you earn what you earn however, I will look at each case individually. If you have multiple zeros for work you never completed, do not expect to be rounded up.

Activities and Exercises

Throughout the course, small activities and exercises will be assigned. These are designed to either introduce new material to you, to prep you for an upcoming assignment, or to get you thinking about a new topic before we discuss it. These may be turned in on Canvas, but will sometimes be taken up or completed in-class.

Fair Warning: There may be topics discussed that are in the current media cycle or are examples discussed for the purposes of the lecture, and these topics could contain content or language that would make a student uncomfortable. Students should be prepared to professionally address any topic they might have to discuss in a real world setting.

Quizzes

Reading quizzes will cover the material presented in your book/video lecture. You can take the quiz once, so please pay attention.

Other quizzes may also be assigned as necessary.

Midterm and Final Exams

Both the midterm and final exams will be delivered on Canvas in person.

Readings

You are expected to read **everything** assigned before class begins. It will be part of the discussion and class participation is part of your grade.

Canvas

All quizzes will be handled on **Canvas or in Stukent**. In the event of a class cancellation, video lectures may be hosted here as well. Should you have any issues with any of the Canvas tools, please contact Canvas or ITAC directly. Gradebook issues should be directed to me.

Attendance Policy:

This is a hybrid course. That means some course material will be delivered in the face to face lecture while other material is delivered online.

Professional behavior starts in class. Students are expected to attend all Monday classes and actively participate. There will be some group work that is done during class, and you will not be credited for work you did not do. Absences will be reflected in the final course grade.

If you experience COVID or another prolonged illness it is your responsibility to contact me and inform me of your situation, so that we can determine how you will stay current in the class and not fall behind. Please contact me as soon as possible rather than miss multiple classes and then ask for help.

If you miss class for any reason other than an excused absence according to university policy, it will be your personal responsibility to get the notes you need and find out what you missed from your classmates.

I do not record the class sessions nor provide notes via email.

Late Work/Deadline Policy/Missed Class

Mass communication is a deadline driven business and so is this course**.** If you must miss class on the day an assignment is due, you must submit your assignment by the deadline or it will not be accepted. All work should be submitted on the date due.

- No work will be accepted by email.
- Late work is not accepted and will result in a zero.
- Missed quizzes cannot be made up.
- Incorrectly submitted work will not be graded
- If you miss class, you are responsible for getting missed class materials from your classmates.
- Exceptions MAY be made for missing work/class due to an illness (provide documentation), religious holiday (provide documentation/prior notice) and university-related event (provide documentation from coach, supervisor etc) and major family event (death, illness, etc).
- IF we begin working in teams, you will work with your teammates to make up the missed work or you will be excluded from the grading process.

Quality of Work

This course is meant to prepare you to write quality content on a deadline. I will evaluate your writing based on content, clarity, grammar, spelling, punctuation, syntax, and the extent to which written pieces strategically address and achieve organizational and public relations goals and objectives. I advise that you edit your work twice before submitting an assignment. Multiple errors present in submitted work demonstrates that you did not proofread.

It is possible to turn in an assignment with “A”-quality content that receives a failing grade due to poor spelling, etc.

Extra Credit

May be available as assigned in class.

Email Policy:

I will strive to answer emails within 24 hours of receipt. Emails received after 5 p.m. may not be replied until the next day. Please note that I generally check my email only once during the weekend, so it is possible that an email arriving late Friday afternoon will not be answered until Sunday or even Monday morning. When using email, please use proper style and grammar and maintain a level of decorum associated with a professional setting.

In the subject line of the email, please put the course number and section so that I know which class you belong to.

Course Changes:

The instructor reserves the right to change the class schedule, assignments or grading system. The instructor will announce it to the students through all the available communication tools used in class.

NETIQUETTE

Students are expected to dress and act appropriately and professionally for any video sessions. This includes creating videos for classes and participating in real-time video conferences or exams. Whenever possible, it is expected that the video be turned on and you be in a private setting. You will not attend meetings while you are driving or not in a confidential environment to respect your privacy and ensure your safety. It is also recommended that you use headphones with a microphone to minimize audio interference. Reasonable exceptions to this policy will be made for students who do not have access to a computer, camera, headphones, or internet access.

- **You are expected to be on camera, live and ready to participate in the discussion; if you are not live you are not considered to be in class**
- **Use your preferred first name**
- **Use your last name as it appears on Canvas (this is for grading and attendance tracking purposes)**

Texas State policy (PPS 4.02) states that disruptive behaviors will not be tolerated in any type of learning environment. Examples of such behaviors include but are not limited to: making loud noises, speaking without recognition, making personal threats or insults, eating or drinking in classrooms, sleeping during class, using electronic equipment prohibited by the instructor or disrespectful of other students, using inappropriate or vulgar language, or taking other actions that others might find offensive, demeaning, or disrespectful.

Any violations of this policy will be dealt with according to TXST policy UPPS No. 07.10.05, Student Behavior Assessment Team.

For further guidance, please see AA/PPS No. 02.03.02 (4.02) and Section 2.02 of Texas State's Code of Student Conduct.

RESOURCES AND ADDITIONAL INFORMATION

Use of School-Owned Camera Equipment

This class may/will utilize the School of Journalism and Mass Communication Equipment Checkout Room. Use of equipment is a privilege earned through your respect of and cooperation with the checkout rules. These rules are put in place to ensure all students have a chance to use the equipment. If you are late returning a camera to the Equipment Checkout Room, you lose all privileges. In addition, a return that is two days late may result in up to a letter deduction on your grade. If equipment is kept five days past the due date, it is considered stolen, and UPD will be notified.

Disability Accommodation

Texas State University is committed to providing equitable access to learning opportunities for all students. If you experience barriers to your education due to a disability or think you may have a disability, please contact Disability Services (DS) at (512) 245-3451, by email at ods@txstate.edu, or visit the Disability Services web page.

Disabilities may include, but are not limited to: attentional, learning, mental health, sensory, physical, communication, or chronic medical conditions. All students are encouraged to discuss their disability related needs with the DS staff and their instructors as soon as possible.

Academic Honesty:

Plagiarism is not tolerated. Unauthorized use of information will result in "0" grades for all parties. Disciplinary actions for violations of the standards for academic honesty are outlined in the Texas State Academic Honesty Statement, printed each year in the Student Handbook. I reserve the right to use Turn It In to verify authenticity of each students work.

- The sharing of slides, class videos, lectures and materials on social media and other platforms unrelated to this class is strictly prohibited and may result in disciplinary action.

- All exams and quizzes are individual effort. You cannot share or take exams/tests together. This violates the honor code and appropriate disciplinary action will be take

USE OF AI TOOLS You may not use generative AI tools, such as ChatGPT etc, to complete any graded assignments unless the assignment specifically calls for its use. When the use of AI is allowed in a graded assignment, you will also be provided with instructions on how to document its use. Use of AI tools to complete assignments without prior permission may result in a zero for the assignment.

RECORDINGS AND USE OF VIDEO CONTENT

Students are prohibited from photographing and recording during classes and from transmitting classroom lectures, instructor materials, and discussions by students unless written permission from the instructor has been obtained and all students in the class have been informed that photographing or audio and video recording may occur. Permission to allow the audio and visual recording is not a transfer of any copyrights to the material recorded.

Videos created by the instructor or by students are the intellectual property of the creator. Content created for this class (by the instructor or by fellow classmates) may ONLY be used for purposes of this class. Students are prohibited from copying, transmitting, distributing or uploading such content without the written permission of the copyright holder. This prohibition includes uploading photographs, reproductions, videos, and audio recordings to publicly accessible websites or social media, including but not limited to Twitter, Instagram, Facebook, and TikTok. Violation of this section may constitute copyright infringement or privacy infractions in violation of state or federal law or university policy. Violation of this policy may subject a student to disciplinary action via the University Honor Code detailed in UPPS No. 07.10.01

Drop Policy

Please review PPS 4.09 at this Web site: http://www.txstate.edu/academicaffairs/pps/pps4/4-09.html

Health and Wellbeing

- The Dean of Students Office manages Here to Help to assist students experiencing crises or emergencies or displaying concerning behaviors. Submissions are received directly by the Dean of Students Office's CARE Center. This process takes an individualized and

holistic approach to assessing submissions and determining an appropriate course of action or referral based on the information provided in the submission.

- The Counseling Center provides counseling, telemental health, and educational workshops and videos for students. For students, the Student Health Center provides evaluation and medical management of these common mental health issues and others.

- Bobcat Balance serves the legal, financial, and mental health needs of faculty and staff. LinkedIn Learning is available to all faculty, staff, and students and includes resources on well-being, career development, time management, and other skills and knowledge.

Statement on Civility and Compliance in the Classroom

Civility in instructional settings is fundamental to an effective educational process and is everyone's responsibility. The university's shared values, sense of community, and collective commitment to respect, civil dialogue, and the free exchange of ideas are the cornerstones of successful teaching and learning. If students have questions about appropriate behavior in a particular class, they should address them with their instructor first. Although rare, disciplinary procedures may be implemented for refusing to follow an instructor's directive, disrupting classroom activities, posting offensive comments on class discussion boards, or disregarding university policies. For more information regarding conduct in the classroom, please review policies at AA/PPS 02.03.02, Section 03: Courteous and Civil Learning Environment, and Code of Student Conduct, number II, Responsibilities of Students, Section 2.02: Conduct Prohibited.

Classroom Policies

All students are respected to treat each other in accordance to the University's Core Values: Service, Excellence, Integrity, Teamwork, and Respect. These values will guide classroom discussions and any student who violates these values may be excused for the remaining class time.

Academic Integrity and Student Conduct

The School of Journalism and Mass Communication commits itself to the preparation of mass Media professionals and scholars. Such a mission demands the highest standard of academic Honesty and integrity. Violations

of academic honesty, including but not limited to plagiarism, Unauthorized collaboration, collusion, deception, conflict of interest and theft, are not tolerated and can lead to severe penalties. Disciplinary actions for violations of the standards for academic honesty are outlined in the Texas State Academic Honesty Statement, printed each year in the Student Handbook. The policy is also available at:

- Code of Student Conduct
- The Honor Code

Emergency Management

In the event of an emergency, students, faculty, and staff should monitor the Safety and Emergency Communications This page will be updated with the latest information available to the university, in addition to providing links to information concerning safety resources and emergency procedures. Faculty, staff, and students are encouraged to sign up for the **TXState Alert** system.

Title IX Reporting of Sexual Misconduct

Effective January 2, 2020, state law (SB 212) requires all university employees, acting in the course and scope of employment, who witness or receive information concerning an incident of sexual misconduct involving an enrolled student or employee to report all relevant information known about the incident to the university's Title IX office. According to SB 212, employees who knowingly fail to report or knowingly file a false report shall be terminated in accordance with university and system policy. Please access the webpage of the Office of Equal Opportunity and Title IX for more information.

FINALLY:

Success with assignments and class discussion is contingent upon all readings being completed prior to the week or date listed. Additional reading materials will be given as needed. Readings may be changed due to material availability or scheduling deadlines. Notification of any changes to the class readings or assignments will be made in advance.