

Fall 2021
COM 205
Department of Digital
Media & Design

MEDIA & SOCIETY

MON | WED | FRI
11:00 A.M. - 11:50 A.M.
McGOVERN 120

• Professor Kyle Herges
• McGovern Library 131
• kyherges@dwu.edu
• 605.995.2678
• Office: Mon & Fri 1:00-3:00

WHAT YOU'LL LEARN:

- » Emerging social media tools & digital tech
- » Digital, social, and mobile media strategies
- » Online reputation management
- » Social Media best practices
- » Empathy

COURSE DESCRIPTION

In an open forum promoting communication, students will study the reach, ethical, legal, and privacy of social media platforms and their related technologies. Students will understand insights and strategies related to a wide range of social media marketing; connecting theory and application of social media to the marketing and decision-making process.

TEXTBOOK & SUPPLIES

- » Required eBook: Social Marketing Handbook for Small Business with templates and Metrics Calculator. \$20 at Bigmb.com
- » It is completely necessary to come into this course with an open mind and a positive attitude. There will be many different discussion topics, videos, demonstration and homework with content that could potentially be offensive to you or other classmates. It's important to understand your surroundings and be professional with each (discussions, homework and demonstrations).

ASSESSMENT & EVALUATION

- » Each project has its own set of requirements and grading criteria. Assignment details will explain grading criteria on a project basis, such criterion includes: spelling & grammar, technical skills, aesthetics, and business skills. I am looking for professional and thought provoking writing that shows effort and genuine problem solving.

TEACHING PHILOSOPHY

I believe everyone is born with creativity. Pushing students to creatively test themselves and take risks is what prepares them to function efficiently and effectively in a competitive, ever-changing, discipline. I strive to challenge within an open atmosphere that promotes communication, teamwork, curiosity and creative criticism.

I promote thinking differently and I fully understand that everyone learns differently. My role is to educate students and act as another resource in their quest for more information. Project based classes not only get students engaged but it also prepares them for life after college. Individual projects allow for self-expression while putting communication and troubleshooting solely on one person. Team projects promote internal communication and teamwork, while offering inspiration for both process and design.

CERTIFICATIONS

Everyone will be participating in the Hootsuite University program. Hootsuite is a social media dashboard that allows individuals and brands to monitor, listen, and engage with their audiences across multiple platforms in a centralized location.

The program involves several exams as well as a library of lessons about Hootsuite components and features, trends involving social media monitoring, and lessons on how to apply Hootsuite in your social media strategy plans for clients.

Once you have completed the certification program, you will be able to be listed in their Hootsuite Certified Professionals & Social Media Consultants database (<http://learn.hootsuite.com/social-media-consultants>).

ATTENDANCE

This course depends on your contribution to discussion & your participation in classroom activities. As a result, attendance is expected on the face-to-face meeting days. Students are expected to attend class & pay attention, take exams & submit assignments on the day they are due. If you miss class it is your responsibility to find out about any upcoming assignments, notes, etc. Attendance will be taken for each class period. Unannounced in-class assignments & quizzes may be given at any time, & there is no "make-up" for these activities. At the end of the semester, especially if your grade is on the "borderline", your attendance record will help to determine your final grade. The student must clear all excused absences ahead of time with the instructor. If a student fails to meet this attendance policy, all late submissions will receive a grade of zero on the exam, quiz, paper or assignment.

TWITTER

Each week we will have a tweet topic on Canvas worth 10 points that you must participate in. The tweet/discussion will open on a Friday and close on the following Friday.

The official hashtag for this class on Twitter will be #herges2020. You will need to save this and follow the class feed on Twitter.

I'd recommend using either Hootsuite (www.hootsuite.com) or

TWITTER CONT...

Tweetdeck (<http://tweetdeck.com>) to follow these conversations and hashtags. It'll make your life easier.

Each student is required to engage and share relevant content on Twitter every week. You will be asked to create three relevant tweets each week to the topic covered.

Tweet about the main topic. Tweet a reply to a classmates tweet with a thoughtful response. Tweet a reply to a second classmates tweet with a thoughtful response.

In order to measure productivity within Canvas, every tweet topic is setup as a discussion post within Canvas. Each week, everyone should have one main discussion post and two replies on their original post.

1. Tweet on the main topic and link to that tweet in this discussion topic.
2. Comment on two (different) classmates tweets.
3. Reply to your original post and link to your two tweeted comments.

Your tweets need to 1) include the class hashtag (#herges2020) 2) spread knowledge 3) use manners 4) engage and add value to the conversation for class 5) include a link to a relevant video, article, or report to the topic for the week 6) if applicable, credit the source of article/report/video by Twitter handle (ex. if you are referencing an article from AP, then make sure to use @AP)

Make sure your content is appropriate since it is public.

COURSE UNITS

WEEK ONE Class Overview Introduction	Aug 23 - 29	WEEK TEN Networked Work Content Marketing Pt 2	Oct 25 - 31
WEEK TWO Networked Individualism Social Media Audit	Aug 30 - Sept 5	WEEK ELEVEN Networked Creators Advertising	Nov 1 - 7
WEEK THREE No Class Sept 6th Hootsuite Fundamentals	Sept 6 - 12	WEEK TWELVE Social Marketing Certification 30-ish Day Challenge	Nov 8 - 14
WEEK FOUR Social Revolution Hootsuite Advanced	Sept 13 - 19	WEEK THIRTEEN Case Study 30-ish Day Challenge	Nov 15 - 21
WEEK FIVE Internet Revolution Introduction to Social Marketing Training	Sept 20 - 26	WEEK FOURTEEN Thanksgiving Break No Classes	Nov 22 - 28
WEEK SIX Mobile Revolution Social Media Optimization	Sept 27 - Oct 3	WEEK FIFTEEN 30-ish Day Challenge	Nov 29 - Dec 5
WEEK SEVEN Networked Relationships Social Media Strategy	Sept 4 - Oct 10	WEEK SIXTEEN 30-ish Day Challenge	Dec 6 - 12
WEEK EIGHT No Class Oct 11th Community Building	Oct 11 - 17	WEEK SEVENTEEN Final on Dec 15 @ 10:00 a.m.	
WEEK NINE Networked Families Content Marketing Pt 1	Oct 18 - 24		

GRADING SCALE

A - EXCELLENT 100% ~ 90%

Superior performance on all levels of evaluation, participation in class critiques, punctual attendance and meeting deadlines of all projects.

B - VERY GOOD 89% ~ 80%

Significantly above the level necessary to meet the requirements.

C - AVERAGE 79 ~ 70%

Meet the course requirements in every respect.

D - BELOW AVERAGE 69% ~ 60%

Failed to meet fully the course requirements.

F - INCOMPLETE/LATE 59% ~ 0%

Signify that the work is either completed, but at the level of achievement that is not worthy of credit, or was incomplete.

GRADING POLICY

POINTS WILL BE EARNED THROUGH COMPLETION OF THE FOLLOWING ACTIVITIES:

Attendance
Projects & Assignments
Tweet Topics
Final

At the instructor's discretion additional points and "opportunities" may be added to the potential number of points possible. Instructor reserves the right to change the assignment schedule for the course.

DWU MISSION

As an inclusive educational community, Dakota Wesleyan University provides a transformative learning experience that cultivates enduring intellectual growth, ethically grounded leadership, intentional faith exploration, and meaningful service.

DMD MISSION

The Digital Media and Design major prepares aspiring professionals in the field of design by coupling the latest design trends and technologies with the communication skills necessary to succeed professionally.

OUTCOMES

Program Learning Outcomes

- » Communication
- » Personal Reflection
- » Mastery of Media
- » Personal Reflection

University Learning Outcomes

- » Critical & Collaborative Thinking
- » Effective Expression
- » Personal Growth & Maturity
- » Cultural & Global Awareness
- » Civic Values & Engagement
- » Personal Growth & Maturity

QUIZZES

Quizzes will be timed and online based through Canvas. The quizzes will be based on the reading assignment or class material from the previous class period.

ACADEMIC SUCCESS & CAREER SERVICES

The Academic Success and Career Services Center is located on the second Floor of the McGovern Library. This center offers a wide range of academic support and career planning services. Services include selecting or changing a major, preparing for standardized tests, applying to graduate schools, tutoring, writing assistance, identifying strengths and talents, career preparation, and many more. The center is also a place for students to learn, collaborate, and study. For more information and/or questions, please contact:

Kristy Zink, Academic Success and Career Services Coordinator
Office: McGovern Library, Room 202
Phone: (605) 995-2904

TITLE IX

In support of its mission, Dakota Wesleyan University is committed to maintaining a healthy and safe learning, living, and working environment that promotes responsibility and respect among all members and guests of the campus community. This is an environment in which no one is unlawfully excluded from participation in, denied the benefits of, or subjected to discrimination in any university program or activity on the basis of gender, sex, sexual orientation, sexual identity, gender identity, or gender expression. Individuals wishing to discuss a Title IX issue or file a formal complaint should contact the Title IX Coordinator.

Tom Hoek, Director of Student Life
Office: Rollins Campus Center
Phone: (605) 995-2160
tom.hoek@dwu.edu

STUPID COVID-19 POLICY

DWU's first priority during the 2021-2022 academic year is the health and welfare of the university community. Therefore, if you are exhibiting possible COVID-19 symptoms or need to self-isolate because you have been exposed to someone with COVID-19, please do not attend class. Students are not being penalized for missing class for reasons related to COVID-19 (i.e. sickness, quarantine, close contact, etc.) during the 2021-2022 academic year. Research continues to document a strong correlation between class attendance and academic performance (i.e. students who do not attend class regularly tend to perform poorly academically). Students who are absent for class remain responsible for the work covered during the class sessions that they miss and are strongly encouraged to keep up with class assignments during their absence.

ACADEMIC POLICY

Dakota Wesleyan University is dedicated to the achievement of academic excellence, the building of character and the pursuit of lifelong learning. To be successful in realizing these goals, honesty and integrity must be a part of every learning opportunity on campus. Academic dishonesty breaks the trust necessary for the building of community, the promotion of authentic learning, and the nurturing of spiritual values. All members of the institution, including faculty, staff and students, share the responsibility to report incidents of academic dishonesty.

Academic dishonesty includes, but is not limited to, any act of cheating, fabrication, plagiarism, abuse of resources, forgery of academic documents, dissimulation, sabotage and any act of facilitating or aiding any of the foregoing.

The following definitions are intended to clarify this policy and not to exhaustively catalog all possible forms of academic dishonesty.

- Cheating is using or attempting to use unauthorized materials, electronic devices, information or study aids in any academic exercise. Examples: copying homework, copying someone else's test, using unauthorized information such as a cheat sheet, using a cell phone during an exam.
- Fabrication is the falsification or invention of any information or citation in any academic exercise. Examples: making up a source, knowingly giving an incorrect citation, intentionally misquoting a source.
- Plagiarism is the representation of the words and ideas of another as one's own in any academic exercise.
- Dissimulation is the disguising or altering of one's own actions so as to deceive another about the real nature of one's actions with respect to an academic exercise. Examples: fabricating excuses for such things as missing classes, postponing tests, handing in late papers, turning in a paper for one class that was originally written for another class (when original work is requested).
- Abuse of resources is the damaging of any resource material or inappropriate limiting of access to resource material necessary for academic work. Examples: destroying or hiding library materials; removing non-circulating material from the library; hiding or stealing another person's textbook, notes or software; failure to return library materials when requested by the library.
- Forgery of academic documents is the unauthorized changing or construction of any academic document. Examples: changing transcripts, changing grade books, changing grades on papers that have been returned, forging signatures, signing other students in to class when they are not present.
- Aiding and abetting academic dishonesty is knowingly facilitating any of the activities described in this policy or any other incidents of academic dishonesty not specifically described here.

Violations of Academic Integrity Policy

Violations of this academic integrity policy will, at the discretion of the faculty member, result in one of the following:

- a reprimand (written or verbal) for unintentional violations;
- a zero (or other significant grade reduction) for the assignment (paper, exam or project) for intentional or flagrant violations; or
- a grade reduction or failing grade in the course for intentional or flagrant violations.

Unintentional infractions may be reported to the provost at the discretion of the faculty member. All infractions deemed by a faculty member to be intentional must be communicated to the student and reported to the provost, using the required form. The provost shall keep a record of all reported infractions and accompanying sanctions in his or her office. The provost may use this information, at his or her discretion, to impose more severe penalties for students who violate the policy more than once (but who may do so in different classes and/or with different instructors). A second violation of the university's academic integrity policy shall, generally, result in failure for the course in question. A third violation shall, generally, result in expulsion from the university. The provost may modify these penalties at his or her discretion.

Not all academic integrity decisions are subject to appeal. First time decisions (i.e. those made by an individual faculty member for a first-time infraction) are not subject to appeal. Only second or third decisions (i.e. those made by the provost on the basis of knowledge of previous infractions) are subject to appeal.

A student wishing to appeal either a second or third violation of the university's academic integrity policy must submit his or her written appeal within five (5) business days of receiving his or her written communication from the provost. The appeal should be submitted to the office of the provost. Appeals will be reviewed by an academic integrity committee consisting of the two traditional college deans overseeing the colleges in which the most recent academic integrity violation did not occur and the director of student life. The decision of the appeals committee shall be final.

ADA POLICY

Any student who believes she or he may need academic accommodations or access accommodations based on the impact of a documented disability are encouraged to contact and register with Disability Services no later than three weeks after the first day of classes. Disability Services is the official office to assist students through the process of disability verification and coordination of appropriate and reasonable accommodations. Students currently registered with Disability Services must obtain a new accommodation letter each semester.

The Americans with Disabilities Act (ADA) guarantees the privacy of students with disabilities. For more information, questions, and/or accommodation arrangement, please contact:

disabilityservices@dwu.edu

Phone:(605) 995-2499

Office: McGovern Library Room 231