

Course Information

Semester & Year:	Summer 2022
Course Title:	Introduction to Social Media
Course Prefix & Number:	CIS103
Section Number:	16675
Credit Hours:	3.0
Start Date:	05.31.22
End Date:	06.30.22

Course Format

The course format for this course is **On Your Time Online**.

Instructor Information

Instructor: Sara Beakley-Mercill

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Online Live Learning: **CIS103 OLL** (<https://cislabscottsdalecc.edu/b/sar-cky-2ch-2zm>)

Online Live Learning Hours:

- Week 1
 - Thursday 9:30 am – 11:30 am
- Weeks 2-5
 - Monday 9:30 am – 11:30 am

Course Description

Identify and explain social media and Web 2.0 technologies for personal, academic, professional and business applications. Create and maintain accounts on various sites to socialize, write, and share multimedia, while understanding the related ethics, privacy and security issues

Prerequisites

All students enrolled in CIS103 must meet minimum age requirements for all social media platforms used in this course. **The minimum age is 13 years old.** If you do not meet this age requirement, please contact the instructor for an alternate course.

Course Competencies

- Explain the concepts of ethics, privacy, and security as they relate to social media.
- Explain how public and private profiles reveal personal information.
- Evaluate various social media technologies for personal, academic, professional, and business use.
- Apply various Web 2.0 applications and concepts to personal learning and growth.
- Use news portals and websites to gather information on current events.
- Describe how to configure email software clients to manage multiple email accounts.
- Establish, contribute, and monitor a blogging or wiki site.
- Establish accounts on audio, video, and photo sharing sites.
- Create or gather media and load to established audio, video, and photo sites.
- Describe how to share information, programs, and applications through peer-to-peer sharing websites and groupware.
- Describe the key concepts associated with online gaming.
- Identify the requirements to host a personal website.
- Explain the advantages of using hosting sites over personal website development.

Texts and Course Materials

Required Free eTextbook:

Make Your Business Social

Engage Your Customers with Social Media

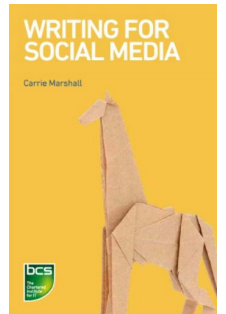
Lindsay Chambers, Jennifer Morehead, and Heather Sallee



Students can download the full PDF of the eText from the Canvas course or [use the permalink](#). All course materials are made available for free through Canvas.

Writing for Social Media

Carrie Marshall



Students can download the full PDF of the eText from the Canvas course or [use the permalink](#). All course materials are made available for free through Canvas.

Course Technologies

View the [Accessibility Statements & Privacy Policies](#) of technologies used in this course.

Required Technologies:

- Internet Access
- Google Chrome
- Canvas
- Google Apps
- YouTube
- Facebook
- Twitter
- Pinterest

Maricopa Systems

This course uses key Maricopa systems for course management and communication.

- Canvas Learning Management System
- Student Maricopa Gmail Account

Synchronous Communication Tools

This course implements the use of web conferencing and/or other synchronous course tools.

- Big Blue Button

Streaming Media/Audio/Video Tools

This course uses webcasting, lecture capture systems, YouTube, and/or other streaming media services.

- YouTube

Student Assignment Tools

This course requires students to participate in or submit assignments using desktop or cloud-based applications.

- Google Products
- Microsoft Office 365

Course Policies

The following are policies specific to this course. Students are also responsible for the college policies included on the [Student Regulations](#) page of the Maricopa Community College District website.

Late Work Policy

Assignments are due by 11:59 pm on the assigned due date in Canvas. Late assignments will be accepted **within 48 hours of the original deadline**. A 10% deduction in points will be applied per day for a total of two (2) days (maximum 20% deduction) to assignments submitted late. Assignments submitted more than 48 hours late will receive a score of zero (0). **The following assignments will not be accepted late:**

- Extra credit assignments
- Discussion Questions
- Final Exam

Discussion Questions

Discussion Questions (DQ) topics will focus on related social media concepts as they apply to real world business practices related trends. There are no “right or wrong” answers to these discussion questions. I am only seeking your thoughts and ask that you contribute to a public forum.

Participation

Active participation by all students in online and hybrid courses provides an opportunity to learn from each other, to network with each other, and to gain support (help beyond what the instructor can provide). Connections with your peers will help you to be more successful in an online environment. You will have the opportunity to share your experiences with others and to learn from and about others in a virtual environment. For these reasons, participation is expected in this course and will affect your final grade.

Adhere to the following list of best practices for active participation to earn maximum points:

- Participation is defined as contributing at least three (3) substantive messages
 - One (1) initial posting to the original question
 - Two (2) reply postings to peers
- Respond to other student questions or comments. Responses to the instructor only will not result in participation points.
- Spell and grammar check postings to avoid a loss in points
- Students who post only on the due date (one day only for all three required postings) will lose participation points.
- **Read the discussion boards daily.** Checking the boards daily will help to generate dialog over the course of a week so that you can reflect and participate substantially.

Academic Conduct

In addition to the general college Academic Honesty policy stated in the Canvas course under the Course and College Policies section, the following additional policies apply to this course:

The highest standards of academic integrity are expected of all students. The failure of any student to meet these standards may result in suspension or expulsion from the College or other sanctions as specified in the Scottsdale Community College Academic Integrity Policy. Violations of academic integrity include, but are not limited to, cheating, fabrication, tampering, plagiarism or facilitating such activities. Specific examples of academic misconduct relating to this course include:

- Copying another student's work and turning it in as one's own.
- Submitting another student's file as your own.
- Working jointly on an assignment, with each student turning in a copy of the joint product, creating the impression that each student completed the work independently.

Each student must complete his/her own work on his/her own computer with his/her own data files. If you are caught turning in another student's work, **both students will receive a zero and may be withdrawn for academic misconduct from the class with a grade of 'Y'. Cheating on an exam will result in immediate withdrawal for academic misconduct from the course with a grade of 'Y'.**

Grading Standards & Practices

Grade Scale

Grade	% Range
A	100 % - 90%
B	89% - 80%
C	79% - 70%
D	69% - 60%
F	59% or less

Final Grade Calculation – Grade Weighting

Although the total amount of points earned in the class may vary, your final grade will be weighted as follows:

Requirement	% Weight of Final Grade
Assignments	70%
Discussion Questions and Participation	10%
Quizzes and Final Exam	20%
Total	100%

Students cannot earn more than 100% in this class as a final grade.

Online Live Learning (OLL)

Online Live Learning (OLL) is live teaching + tutoring that occurs weekly in your virtual classroom. This live session will give students an opportunity to learn from their online professor as well as receive individualized and group tutoring. **I will hold these once a week, live in the Canvas classroom.** All OLL sessions will be recorded and held in the classroom for 14 days for students to view at their convenience.

Response Time

Students can expect a response time of 24 to 48 hours for the instructor to respond to messages sent via the Canvas Learning Management System or email. Students can expect assignments to be graded within 7 days of the assignment's due date.

Attendance Policy

Attendance is not taken in this course however students are expected to log into the Canvas classroom regularly (at least three times per week) and participate per assignment instructions.

Because you have chosen to “attend” this course in an **online** environment, you must be motivated, self-disciplined, and eager to participate. To realize the full benefits of this course, you should adhere to the deadline schedule for course assignments.

Withdrawal Policy

In addition to the general college Withdraw policy, the following additional withdraw policies apply to this course:

- Students must participate in this online course within the **first three (3) days** of the start date or they will be withdrawn.
- Students who do not participate for **for one (1) week consecutively during a 5-week course** will be withdrawn for attendance. Participation is defined as follows:
 - Submitting homework on or before due dates
 - Participating in discussions/critiques over the course of a due date
 - Completing exams/quizzes on or before due dates
 - Just logging into the Canvas course does **NOT** count as participation
- Failure to complete the **CIS103 Policy Acknowledgement assignment with 100% mastery** within the required timeframe.

The official date to request a withdrawal from your instructor in this course is:

June 24th, 2022.

Instructional Contact Hours (Seat Time)

This is a three (3) credit-hour course. Plan to spend at least three hours on course content or seat time (direct instruction) and six hours on homework weekly. Accelerated courses will require additional time per week.

Online Tutoring

SCC's tutors are available online to help with your courses. You may work with an SCC tutor remotely using Google Meet, your phone, or email. Visit the [SCC Tutoring & Learning Centers](#) page for detailed information on the five learning center's hours and procedures.

As much as possible, it is highly recommended that you utilize SCC tutors since they are more familiar with SCC coursework, instructor expectations, and assignments; however, if you need to work with a tutor outside regular hours, online and hybrid students now have access to a 24/7 online tutoring service called Brainfuse. Brainfuse provides online tutoring in a variety of academic subjects. Each student may utilize up to 6 hours of online tutoring through Brainfuse per semester, and has the option of requesting additional time if needed.

To access Brainfuse and begin working with a tutor:

1. Visit the [SCC Online Tutoring Services Through Brainfuse](https://www.scottsdalecc.edu/students/tutoring/online-tutoring) page (https://www.scottsdalecc.edu/students/tutoring/online-tutoring)
2. Click the **Visit a tutor online** button
3. Enter your MEID and password
4. Choose your topic and subject
5. Click the **Connect** button

Please use your time effectively and be prepared with your questions before you connect to a tutor. Tutors and students communicate in real-time so whatever you type, draw, or share on the screen, the tutor sees, and vice versa. You may also want to have screenshots ready if applicable. All Brainfuse sessions are recorded for review later.

Learning Tools and Your Privacy and Security

SCC utilizes a variety of software applications and web-based tools operated by third party vendors to support student learning. To allow student access to the application, site or tool, certain identifiable information may be required to establish a user name or password, and submit work and/or download information from these tools. Inherent with all internet-based tools, there is a risk that individuals assume when electing to use these tools, as they may place information at risk of disclosure.

To use learning tools responsibly, please observe all laws and the Maricopa Community College District [Student Conduct Code](#), such as copyright infringement, plagiarism, harassment or interference with the underlying technical code of the software. As a student using a learning tool, you have certain rights. Any original work that you produce belongs to you as a matter of copyright law. You also have a right to the privacy of your educational records. Your contributions to learning tools constitute an educational record. By using the tool, and not taking other options available to you in this course equivalent to this assignment that would not be posted publicly on the internet, you consent to the collaborative use of this material as well as to the disclosure of it in this course and potentially for the use of future courses.

Students are responsible for the information contained in this syllabus, the Syllabus page in your Canvas course and the **College Policies & Student Services** page found in the First Steps module of your Canvas course. Students will be notified by the instructor of any changes in course requirements or policies.