

A - New Course Proposal V. 7.2022 : Entry # 3139**DEAN Decision**

Approved

Date

09/19/2023

Is this course intracollegiate or intercollegiate?

Intracollegiate

SCHOOL EPC Decision

Approved

Date

11/06/2023

Begin Form**Today's Date**

09/14/2023

Your Name:

Matthew Jenkins

Your Email:mjenkin2@highpoint.edu**Are you a Department Chair?**

No

Department Chair Name

John Mims

Email address of your Department Chairjmims@highpoing.edu**By checking below, I certify that my department chair has seen and approved the new course that I am proposing.**

Yes

Please select the appropriate school overseeing this proposal:

Communication

Which semester is this course to be taught for the first time?

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Fall 2024

Information for the Registrar**Choose the department designator from the list below.**

SME

Proposed Course Number?

1125

Is this course cross listed?

No

Does this course replace a current course?

Yes

Is the course number being reused?

No

What is the title of the new course?

Fundamentals of Social Media Communication

Write the catalog description of your proposed course:

This introductory course provides students with a comprehensive understanding of the key principles and practices of effective social media communication. In today's digital age, social media has become an indispensable tool for businesses and organizations to connect with their target audiences, build brand awareness, and drive engagement. This course equips students with the foundational knowledge and skills necessary to harness the power of social media platforms for ethical communication purposes.

How many credit hours will this course be?

4

How will the course be graded?

Letter grade

Please select the course repeat option for this course:

Not repeatable for credit

What is the offering cycle for this course?

Every semester

Does your course have any prerequisites?

No

A - New Course Proposal V. 7.2022 : Entry # 3139**Is this new course being proposed because of a new or revised major or minor proposal?**

This is a new requirement for the social media and digital communication major which will replace STC 1225.

Gen Ed and Academic Programs**Is this course part of Gen Ed?**

- No

Does this course count towards a major or a minor?

Yes

Please list the Major / Minor and if it is Required or Elective

Required for SME Major.

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

In today's interconnected world, the significance of social media in various aspects of life cannot be overstated. Social media platforms have transformed how we communicate, share information, make purchasing decisions, and even shape our identities. As such, acquiring a fundamental understanding of social media is not only relevant but also crucial for students across diverse fields of study. Here are several compelling reasons why students may consider enrolling in this fundamental social media course:

1. Digital Literacy: Social media platforms have become a cornerstone of digital literacy. Proficiency in using social media is an essential skill in the modern digital landscape, empowering students to navigate and leverage technology effectively.
2. Career Opportunities: Social media is now a thriving industry with a multitude of career opportunities. From social media managers to content creators, businesses and organizations are actively seeking professionals who can harness the power of social media for marketing, communications, and brand building.
3. Enhanced Communication Skills: Social media is a dynamic communication medium within the context of a persuasive communication strategy. Learning its fundamentals equips students with improved written and visual communication skills, enabling them to convey ideas effectively in a digital context.
4. Personal Branding: Individuals are increasingly using social media to build personal brands, showcase their expertise, and connect with like-minded professionals. A fundamental social media course teaches students how to curate their online personas and engage with a broader audience.

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5. Entrepreneurship and Small Businesses: For aspiring entrepreneurs and small business owners, social media is a cost-effective and powerful tool for marketing and growing their ventures. Understanding the basics of social media marketing can significantly benefit their enterprises.
6. Critical Thinking and Ethics: Social media also raises important ethical and critical thinking questions. Students learn to evaluate information, identify misinformation, and consider the ethical implications of their digital actions.
7. Global Perspective: Social media transcends borders and cultures, offering students a window into diverse perspectives and global issues. It encourages cross-cultural awareness and empathy.
8. Adaptation to Change: The digital landscape is constantly evolving. A fundamental social media course not only equips students with current knowledge but also fosters adaptability to future changes in technology and platforms.

This fundamental social media course will be a valuable investment in a student's education and future by providing essential skills, fostering critical thinking, and opening up a world of opportunities in various professional fields. Moreover, it empowers individuals to navigate the digital age with confidence and integrity, making it a relevant and indispensable addition to any academic curriculum.

List all student learning outcomes for this course.

1. Students should be able to explain what social media is, its history, and its role in modern communication.
2. Students should be able to name and describe the major social media platforms (e.g., Facebook, Twitter, Instagram, X) and understand their unique features.
3. Students should understand how organizations use social media to communicate with vast audiences.
4. Students should be able to discuss the ethical implications and privacy concerns related to social media use.
5. Students should understand the art of creating engaging and shareable content for social media, including text, images, videos, and more.
6. Students should enhance their written and visual communication skills for professional and personal social media use.

List any units or content areas that will be required for all sections of this course.

NA

List any assignments, tests, or other assessments that will be required for all sections of this course.

NA

List any readings or other materials that will be required for all sections of this course.

NA

List any course policies that will be required for all sections of this course.

NA

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

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NA

Is there anything else the reviewing parties should know about this new course proposal that hasn't been addressed?

NONE