

MIS3538 – Social Media Innovation

Spring 2020, CRN 42253, Section 001
Thursdays, 5:30 p.m. to 8 p.m., Alter Hall, Room 34
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**In this course you will learn how social media works,
why social media matters to business, and how to use it successfully.**

Instructor

Brandon Lausch

Adjunct Professor

Senior Director, News and Media Relations, Jefferson Health

blausch@temple.edu

Office Hours: 8-9 p.m. Wednesdays by Zoom or phone (when possible, make an appointment in advance)

Course Description

In this course, we review concepts and principles related to business models supported by innovative use of social media. Through a combination of readings, discussion, presentations, and hands-on projects, we examine (1) the organizational use of key media technologies such as various social media platforms, web analytics, and search engine optimization, (2) the business models underlying successful innovative new media organizations, and (3) the role of centralized, decentralized, and crowdsourced information resources in online media innovation.

Course Online Presence

Purpose	URL
Course Community Site, Spring 2020	https://community.mis.temple.edu/mis3538sec001spring2020
#MIS3538 discussion thread	https://twitter.com/explore (search #mis3538)
In-class presentation prompts	http://bit.ly/presentationprompts
In-class presentation signup	https://www.signupgenius.com/go/8050d4baaf2caaf85-individual

Course Objectives

- Gain an understanding of the fundamental concepts of social media platforms,
- Understand multiple forms of centralized, decentralized, and hybrid business models supported by social media and related channels,
- Develop the ability to identify and articulate the business value of social media, and
- Obtain skills to create compelling social media and web content to support key business goals.

Required Text

There is no required text for this course. There are required readings throughout the course. Readings are posted on the Course Community Site no later than Friday night for the next week. Students are responsible for carefully reading the assigned readings in advance of the following Thursday class meeting.

Required Applications

To complete the required assignments in this course you need to establish a Twitter account (if you don't already have one). This Twitter account may be private, but in order to interact with classmates you will need to follow one another in order to discuss weekly required readings and related topics. Please add the hashtag #MIS3538 to your class-related tweets so it is easy to find discussions related to the course.

Course Approach

The educational objectives of this course relate to the ability to apply general concepts and knowledge to specific situations. Social media innovation is a complex topic. There are no simple rules to memorize; it is something you learn best through active participation. This course encourages you to actively learn.

Learning is something you do, not something that happens to you.

The Learning Environment

Your contributions directly impact the value you and your fellow students gain from this course. To that end, you can contribute to a supportive learning environment by meeting these expectations:

- Arrive on time.
- Be fully present and remain present for the entirety of each class meeting.
- Limit the use of electronic devices (e.g., phone, laptop, tablet) to class-related usage such as taking notes or live tweeting during guest presentations. During class time, speak to the entire class (or breakout group) and let each person take their turn.

The learning environment extends beyond our weekly class meeting. You are expected to:

- Extend discussions online by reading and providing substantive comments on classmates' tweets.
- Fulfill commitments to other students by successfully completing group activities.

Evaluation and Grading

This course offers students multiple opportunities to demonstrate learning. The major components of the course grade are:

Deliverable	Point total
Class Participation and Attendance	18 (10 for live-tweeting 2 guest speakers—5 tweets per speaker—screenshot and share with instructor; 8 for attendance and in-class participation)
Individual Presentation	22 (20 for presentation, 2 for Twitter discussion prompt the week before)
#MIS3538 Tweets	24 (2 points each for 12 weeks)
Weekly Reading Summaries	36 (3 points per week—one point per reading—over 12 weeks)
Final Assignment (Group Project)	100 (spread over six assignments)
TOTAL	200

Each deliverable is described in more detail below. Grading is based on the following criteria:

Assessment Criteria	Grade
The assignment consistently exceeds expectations. It demonstrates originality of thought and creativity throughout. Beyond completing all of the required elements, new concepts and ideas are detailed that transcend general discussions along similar topic areas. There are few mechanical, grammatical or organizational issues to detract from the ideas.	A- or A

Assessment Criteria	Grade
The assignment consistently meets expectations. It contains all of the information prescribed for the assignment and demonstrates a command of the subject matter. There is sufficient detail to cover the subject completely but not too much as to be distracting. There may be some procedural issues, such as grammar or organizational challenges, but these do not significantly detract from the assignment's goals.	B-, B, B+
The assignment fails to consistently meet expectations. The assignment is complete but contains problems that detract from intended goals. These issues may relate to content detail, grammar or a lack of clarity. Other issues may include not fully following directions.	C-, C, C+
The assignment fails to meet expectations. It is incomplete or in some other way consistently fails to demonstrate a firm grasp of the assigned material.	Below C-

Class Preparation and Participation

To encourage active learning, a substantial portion of the course grade is earned through preparation for class, participation during class and participation between classes. Evaluation is based on a consistent demonstrated engagement with the process of learning.

- 1) **Preparation for class** – at the beginning of each class you will turn in, **in hard copy**, a brief summary of the readings assigned for that class period. To facilitate discussion, you should keep at least a digital copy for yourself in addition to the hard copy you turn in.

Your weekly summary will briefly address these questions:

- a. For each assigned reading of the week: what is one key point you took away from that reading? How does this connect to other topic(s) we have covered in the course? Provide 2-3 sentences of reflection per reading (approximately a half page in total). This page will also include a screencap of your weekly tweet. See No. 4 below.

- 2) **Participation during class** – Each class includes in-depth discussion of multiple topics. All students are expected to provide substantive contributions to class discussion and in-class activities. In-class participation is graded partly on live tweeting twice per semester during guest presentations. During two guest presentations of your choosing, tweet five times using the #MIS3538 hashtag. Screencap these tweets and email them to the instructor in order for your points to be recorded.
- 3) **In-class presentation** – Each student is responsible for making a 5- to 10-minute presentation to the class highlighting a social media issue or trend. There will be an online signup to schedule your presentation date. The format for the presentation is: (a) introduce yourself, (b) give your topic, (c) explain the issue/trend and your analysis on the topic, and (d) provide visual aids and examples to help illustrate your points. Full instructions are on the Google Doc of presentation prompts.
- 4) **Twitter discussion threads** – To facilitate ongoing learning of course material, we will discuss course topics on Twitter by using the #mis3538 hashtag with your tweets. You are responsible for tweeting once per week. During the week you are scheduled for an in-class presentation, you are **also** required to tweet a discussion prompt related to your presentation topic. To earn points for

each tweet, screencap and paste it to your hard-copy reading summary you submit each class. You are more than welcome to engage more frequently than once per week, but that is the minimum.

Final assignment (group project) – An essential component of a social media management role is auditing a brand or organization’s social media presence, benchmarking it against competitors, analyzing how its channels could be improved, and suggesting specific, evidence-based ways to enhance content. That is the assignment for the final, team-based project in MIS3538. Teams of five will engage in a real-world consulting exercise for a brand or organization. Assignments will be detailed on the Course Community Site.

Course Schedule

Reading assignments for each class will be posted on the Course Community Site. **You are responsible for checking the site for reading assignments and for submitting a reading summary at the beginning of class.**

Unless otherwise stated, a hard copy of an assignment is due in class at 5:30 p.m. on the day noted in the course schedule. Some assignments are submitted online, either via email at blausch@temple.edu, through an online submission form (such as Google Docs), or as otherwise assigned.

Due Date	Individual Assignments Due	Group Assignment Due
Week 1: 1/16		
Week 2: 1/23	Set up Twitter account Sign up for in-class presentation Reading summary and #mis3538 tweet (hard copy)	
Week 3: 1/30	Reading summary and #mis3538 tweet (hard copy) Sign up for final project	Group task: Final project guidelines and clients presented in class
Week 4: 2/6	Reading summary and #mis3538 tweet (hard copy)	
Week 5: 2/13	Reading summary and #mis3538 tweet (hard copy)	
Week 6: 2/20	Reading summary and #mis3538 tweet (hard copy)	
Week 7: 2/27	Reading summary and #mis3538 tweet (hard copy)	Group assignment #1: client interview summary (hard copy and email)
Week 8: 3/6	No class meeting (Spring break)	
Week 9: 3/12	Reading summary and #mis3538 tweet (hard copy)	Group assignment #2: content audit and competitive analysis (hard copy and email)
Week 10: 3/19	Reading summary and #mis3538 tweet (hard copy)	
Week 11: 3/26	Reading summary and #mis3538 tweet (hard copy)	Group assignment #3: creative brief (hard copy and online)
Week 12: 4/2	Reading summary and #mis3538 tweet (hard copy)	
Week 13: 4/9	Reading summary and #mis3538 tweet (hard copy)	Group assignment #4: sample social posts (hard copy and online)

Due Date	Individual Assignments Due	Group Assignment Due
Week 14: 4/16	Reading summary and #mis3538 tweet (hard copy)	
Week 15: 4/23		Group assignment #5: Final presentations (your client may attend—dress accordingly!)
Week 16: 4/30	No class meeting (finals week)	Group assignment #6: Final report (email only; due by 5:30 p.m.)

Policies and Guidelines

Extra Credit

Extra credit will not be offered in this course.

Citation Guidelines

When you use material created by others, you must identify the source and clearly differentiate your work from the material references. Failure to do so is plagiarism.

There are many acceptable formats you may use to cite the work of others; in this class, the format is not as important as the intent. **This includes referencing pictures (photos, images, tables or figures) in addition to text.** You must clearly distinguish your work from someone else's work and, if necessary, the source of other's work.

Late Assignment Policy

Unless otherwise stated, all assignments are due at the beginning of class (Thursday, 5:30 p.m.) on the day noted in the course schedule. An assignment is considered late if it is turned in after the assignment due date. No late assignments will be accepted without penalty. Plan ahead and back up your work. Equipment failure is not an acceptable reason for turning in a late assignment.

MIS Course Policy

A grade of a 'C or better' is required for all MIS courses in order to move onto the next course in sequence. MIS students are ONLY permitted to repeat a course one time. Any MIS student repeating a course should seek the guidance of the Senior Program Specialist or their Fox School undergraduate advisor. MIS majors WILL NOT be permitted to register for a course a third time. Each time a student registers for a course and earns a grade, including a "W" when withdrawing from a course, will count toward this limit.

Special Needs and Accommodations

Any student with need for accommodation based on the impact of a disability should contact me privately to discuss the specific situation as soon as possible. Contact Disability Resources and Services at 215-204-1280 in 100 Ritter Annex to coordinate reasonable accommodations for students with documented disabilities.

Student and Faculty Academic Rights and Responsibilities

Freedom to teach and freedom to learn are inseparable facets of academic freedom. Temple University has a policy on Student and Faculty Academic Rights and Responsibilities (Policy #03.70.02), which is available at: http://policies.temple.edu/getdoc.asp?policy_no=03.70.02.

Academic Honesty

Source: Student Conduct Code. Available at:

<https://secretary.temple.edu/sites/secretary/files/policies/03.70.12.pdf>

Temple University believes strongly in academic honesty and integrity. Essential to intellectual growth and the university's core educational mission is the development of independent thought and respect for the thoughts of others. Academic honesty fosters this independence and respect. Academic dishonesty undermines the university's mission and purpose and devalues the work of all members of the Temple community. Every member of the university community is responsible for upholding the highest standards of honesty at all times. Students, as members of the community, are responsible for adhering to the principles of academic honesty and integrity.

Unethical behavior will not be tolerated in this class. In cases of cheating, both parties will be held equally responsible—both the student who shares the work and the student who copies the work. Penalties for such actions are given at the professor's discretion and can range from no credit for an individual assignment to a failing grade for the entire course.