

MIS3538 – Social Media Innovation

Fall 2024 Tuesdays, 5:30 – 8:00 P.M

Virtual Classroom: <https://temple.zoom.us/j/91342790673>

Jaclyn M. Hansberry, M.S.

Adjunct Assistant Professor, Management Information Systems jaclyn.hansberry@temple.edu

Office Hours: Tuesdays & Thursdays, 4:00 – 5:00 PM <https://temple.zoom.us/j/5424277557>

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

MIS Community Site: <https://community.mis.temple.edu/mis3538sec750fall2024/>

Canvas Course Site:

<https://templeu.instructure.com/courses/143543>

Zoom Link:

<https://temple.zoom.us/j/91342790673>

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 an account on at least one social media platform of your choice from the following list (if you don't have one already):

- Instagram
- Threads
- TikTok
- YouTube
- Twitter
- VSCO
- Facebook
- Twitch
- LinkedIn

Students are expected to create content on at least one of these platforms as part of the assignments required to successfully complete this course. **I do not require that you share the content you create, I always leave students the option to keep it as a draft for submission.

Hootsuite Platform Certification

You will need a Hootsuite account in order to become certified. Please follow these steps:

- Fill out [this form](#) (Links to an external site.) (you will be e-mailed a coupon code to access the \$99 course for FREE) Sign up for a Hootsuite account if you don't yet have one. Review the [Hootsuite Platform Training Guides](#). (Links to an external site.) When you're Hootsuite savvy, take the [Hootsuite Certification exam](#) (Links to an external site.).

GroupMe App

While this is not a requirement, I encourage you to download GroupMe and sign up for an account with your @temple.edu email. Connect to our campus groups and find "MIS3538F2024." This is a fantastic tool to connect as a group outside of class time.

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.

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 a classmate's presentations and content.

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	5
Individual Presentation & Content Creation	20
Weekly Reading Summary	12
Hootsuite Certification	20
Final Assignment (Group Project)	40
TOTAL	100

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

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	C-, C,
directions.	C+

The assignment fails to meet expectations. It is incomplete or in	Below C-
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some other way consistently fails to demonstrate a firm grasp of the assigned material.	

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. Each class includes in-depth discussion of multiple topics. All students are expected to provide substantive contributions to class discussion and in-class activities.

Preparation for class – at the beginning of each class you will submit a brief summary of the readings assigned for that class period. Your weekly summary will briefly address these questions:

- 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).

In-class presentation for Individual Project– 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 presentation prompts via the MIS Community Site.

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 hypothetical consulting exercise for a brand or organization. Assignments will be detailed on the Course Community Site.

Attendance and Your Health

To achieve course learning goals, students must attend and participate in classes, according to your instructors' requirements. It is the student's responsibility to contact their instructors to create a plan for participation and engagement in the course as soon as they are able to do so, and to make a plan to complete all assignments in a timely fashion, when illness delays their completion.

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.**

Due Date	Individual Assignments Due	Group Assignment Due
Week 1 Class Overview & Introductions		
Week 2 Brand Voice & Social Media Management	Sign up for in-class presentation Reading Summary 1	
Week 3 Reputation Management & Social Media Policy	Reading summary 2	
Week 4 Social Media Monitoring & Listening	Reading summary 3	Group Assignment 1 – Client Introduction
Week 5 Content Creation & Strategy	Reading summary 4	
Week 6 Influencers & Attention	Reading summary 5	
Week 7	Reading summary 6	

Customer Service & Crisis Management on Social		
Week 8 Advertising through Social Media	Reading summary 7	Group Assignment 2 – Content Audit & Competitive Analysis
Week 9 SEO/Search	Reading summary 8	
Week 10 Social Media Analytics & Measuring ROI	Reading summary 9	Group Assignment 3 – Creative Brief
Week 11 Artificial Intelligence & Social Media	Reading summary 10	

Week 12 Global Social Media	Reading summary 11	
Week 13 The Future of Social Media in Business	Reading Summary 12	Group Assignment 4 – Sample Social Media Posts
Week 14	Fall Break	Complete Student Feedback Forms
Week 15	Final Presentations	Group Assignment 5 – Final Presentations Group Assignment 6 – Final Report due Hootsuite/Hubspot Certification – Due

Policies and 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 (Tuesday, 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.](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.

Student Support Services

The following academic support services are available to students:

- StudentSuccess
- Center University Libraries
- Undergraduate Research Support Career Center
- Tuttleman Counseling Services

Disability Resources and Services

If you are experiencing food insecurity or financial struggles, Temple provides resources and support. Notably, the Temple University Cherry Pantry and the Temple University Emergency Student Aid Program are in operation as well as a variety of resources from the Division of Student Affairs.