Communication is becoming more social, mobile, visual and global. Internet-based publishing and broadcasting tools have become widely available, blurring the distinctions between media organizations and empowered individuals.

The course will explore how social networking tools have dramatically altered the ways we live, work, learn, shop, share and consume content and develop relationships. The course will especially emphasize the business uses of these tools.

Instructor: Lou Heldman
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What outcomes can students expect from COMM 660R 860R?
“You are who Google says you are” is an expression that reflects the truth that reputations are often established and maintained online.

In this course, you’ll broaden a working knowledge of Twitter, WordPress and LinkedIn to build your professional brand. If you do the assignments well, you’ll positively shape your search engine results and have an Internet portfolio to share with potential employers.

Your critical thinking will be developed through reading, writing, discussion and presentation. We’ll analyze the opportunities and dilemmas faced by communicators in this emerging sphere, including an intense focus on the global use of social media.

As a student in this course, you are expected to:
• Complete all assignments on time.
• Attend and participate in each week’s class.
• Act as you would in a professional setting, taking responsibility for your work and treating others with respect.
• Practice personal integrity and academic honesty, abiding by the WSU student code of conduct, http://www.webs.wichita.edu/inaudit/ch8_05.htm.

Book
The New Rules of Marketing & PR, David Meerman Scott, Wiley, 2011 paperback or electronic. There is a small amount of assigned reading from the book, but it’s a good reference and relatively inexpensive.

Other Required Reading
Other required reading is linked from this syllabus or may be posted in the Course Documents section on Blackboard. If you encounter a non-working link, please let me know, but I expect you to make a good faith effort to find and read the assigned material.

Basis for the final grade (Details on pages 5-6)
• Blog 25%
• Twitter 15%
• WSUExperience 5%
• LinkedIn 15%
• International 25%
• Class participation 15%
<table>
<thead>
<tr>
<th>Class topics</th>
<th>Assignments due by 8 a.m.</th>
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| Aug. 22: Social media overview; WordPress blog setup; WSUExperience project (guest Nathan Carr, digital strategist, RSA, will talk about the campaign and about WordPress) | Aug. 29:  
• Read about WordPress, [http://en.wordpress.com/features/](http://en.wordpress.com/features/), then set up (or repurpose) a WordPress blog that includes an "About me" page that has a short professional bio of you and your business-appropriate photo.  
• On your blog, undergraduates post 750 words, graduates post 1,000 words, reflecting your thoughts on Edelman's presentation, especially his five key ways that technology is changing how content is produced, distributed, consumed and monetized. Send an email, with link to your WordPress blog, to lou.heldman@wichita.edu when your assignment is posted. |
| Aug. 29: Discussion of your blog posts and keys for successful blogging; introduction to Twitter (guest Andrea Feodorov, marketing and social media consultant) | Sept. 5:  
• Read Scott, 1-24, 37-40, 57-64, 73-74  
• Set up or repurpose a Twitter account, including a business-appropriate profile photo and complete professional bio section. These are useful, [http://mashable.com/2012/06/05/twitter-for-beginners/](http://mashable.com/2012/06/05/twitter-for-beginners/) and [http://michaelhyatt.com/the-beginners-guide-to-twitter.html](http://michaelhyatt.com/the-beginners-guide-to-twitter.html)  
• After your account is established, post an @louheldman on Twitter, so I know how to find your account.  
• Follow at least 50 Twitter accounts (beyond the class). You can get ideas here, [http://techland.time.com/2012/03/21/the-140-best-twitter-feeds-of-2012/#all](http://techland.time.com/2012/03/21/the-140-best-twitter-feeds-of-2012/#all) or here, [http://www.evancarmichael.com/Business-Coach/4492/May-2012-Top-100-Social-Media-Experts-to-Follow-on-Twitter.html#author](http://www.evancarmichael.com/Business-Coach/4492/May-2012-Top-100-Social-Media-Experts-to-Follow-on-Twitter.html#author)  
• Post at least 5 tweets with the #wsusm hash tag, including at least two that also include the #WSUExperience hash tag. (During the semester, you will need to post at least 50 #wsusm tweets. At least 10 of those will need to also be #WSUExperience and at least five will also need to be #CommWeek.  
• To get full credit for your Twitter account, you will eventually need to attract at least 50 followers. |
| Sept. 5: Big thinkers about social media; research resources (guest Prof. Melissa Mallon, Ablah Library); discussion of your Twitter accounts and blogs | Sept. 12:  
• Read Jay Rosen, “The People Formerly Known as the Audience.” Be sure to browse the comments, too.  
• Read danah boyd’s speech, “Networked Privacy.”  
• Read the introduction, pages ix-xviii, of Charlene Li’s 2010 book Open Leadership: How Social Technology Can Transform the Way You Lead.  
• Undergraduates write 1,000 words, graduates write 1,500 words reflecting on what you’ve read in the above assignments, your thoughts about how social media should be defined now and where it’s headed. |
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<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Sept 12</td>
<td>FIELD TRIP, Suzuki of Wichita, 11610 E. Kellogg, 2:30-4</td>
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<tr>
<td>Sept. 19</td>
<td>• Read Scott, 138-168 and 220-236</td>
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<td>Sept. 19</td>
<td>Local bloggers Cat Poland, Megan Brewer and Jennifer Worrell</td>
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<td>Sept. 26</td>
<td>• Read two Mike Beauchamp items posted on Blackboard Course Documents, “7 Steps to Developing a Social Strategy” and “ABCs of Social Strategy”</td>
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<td>Sept. 26</td>
<td>Corporate social media strategy (guest Mike Beauchamp, TGW.com); International Project resources (Prof. Mallon)</td>
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<td>• Make sure you are up to date on blog and Twitter requirements. Mid-term grades will be compiled soon after Oct. 10.</td>
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<td>• Graduate students: 250-word proposal due for your International Project. Send to <a href="mailto:lou.heldman@wichita.edu">lou.heldman@wichita.edu</a></td>
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<td>• By Oct. 17 at 8 a.m. on your Twitter account, you need to have at least 25 #wsusm tweets, all 10 #WSUExperience tweets and you need to have accumulated at least 25 followers.</td>
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<tr>
<td>Oct. 3</td>
<td>FIELD TRIP, Labor Party, 216. N. Mosley in Old Town. Meet 2:30-4p.m. with Todd Ramsey, Brandi Koskie</td>
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<td>Oct. 10</td>
<td>Social media in the workplace (guest management professor Nancy Bereman); introduction to LinkedIn</td>
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<td>Oct. 10</td>
<td>• Choose a local company that is using social media (other than those you’ve written about before). Undergraduates write 1,000 words; graduates write 1,500 words about how that company is using social media, referring to material from the Scott book, the Suzuki field trip, Mike Beauchamp’s visit, the Labor Party visit and other things you’ve learned in class.</td>
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<td>• Undergraduates: 250-word proposal due for your International Project. Send to <a href="mailto:lou.heldman@wichita.edu">lou.heldman@wichita.edu</a></td>
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<td>Oct. 17</td>
<td>Social media in the workplace (guest management professor Nancy Bereman); introduction to LinkedIn</td>
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<tr>
<td>Oct. 17</td>
<td>(Also see Comm Week assignment due by Oct. 19)</td>
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<td>• Set up or improve your LinkedIn account. Send Lou Heldman an invitation to connect on LinkedIn, or send me a message on LinkedIn to remind me that we’re already connected. By Nov. 28, you must be connected to at least 25 people on LinkedIn.</td>
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<td>• Your International Project post, 1,500 words for undergraduates; 2,000 words for graduate students, must appear on your blog by 8 a.m., Oct. 31. Presentations will be scheduled for Oct. 31, Nov. 7 and, if necessary, Nov. 14.</td>
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<td>• By Oct. 17 at 8 a.m. on your Twitter account, you need to have at least 25 #wsusm tweets, all 10 #WSUExperience tweets and you need to have accumulated at least 25 followers.</td>
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<tr>
<td>Oct. 19</td>
<td>Comm Week events instead of class</td>
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<td>Oct. 19</td>
<td>• On Oct. 17 or 18, live tweet one or more Comm Week events. Post at least 5 tweets that include the hash tags #CommWeek and #wsusm (These can be included in your 25 second half tweets.)</td>
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<td>Grade basis</td>
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Your semester grade will be based on the allocation of 100 points. Around Oct. 17, all points will be allocated for the first half of the semester, 35-40% of your semester grade, including all of the #WSUExperience points about half of the available blog, Twitter and participation points.

**Blog: 25 points**
You will establish a blog on WordPress.com, or repurpose an existing blog for this class. You will create an About Me page that has a professionally appropriate bio and photo. By the end of the semester, your blog will include at least five assigned blog posts, plus your International Project blog post, plus your International Project presentation, or a link to it. Your blog will be judged mostly (20 points) on the quality of your writing and thinking, with longer posts carrying more weight. About five points will be based on the presentation of the blog. Is it attractive, easy to navigate, have good headlines, good supplementary material such as images and photos? Does it appear you could maintain a blog professionally for a company or organization?

**Twitter: 15 points**
You will establish a Twitter account or repurpose one for this class.
It will include a professionally appropriate bio and photo. You need to follow at least 50 Twitter accounts and have attracted at least 50 followers in addition to your teacher and classmates in this course. You need to post at least 50 tweets with the hash tag #wsusm. At least five of those tweets need to be from Comm Week events, Oct. 17-18 and have the additional hash tag #CommWeek. The points will be allocated based both on meeting the quotas and the quality of your work. Are your tweets well-informed and educational or fun to read? How well have you mastered this form of communication? Does it appear you could maintain a Twitter account professionally for a company or organization?

#WSUExperience: 5 points
You will participate in the university’s social media campaign, and at least 10 of your #wsusm tweets also need to have the hash tag #WSUExperience. These need to be original tweets, based on your student experience at WSU. The highest goal here is to have one or more of your tweets featured in the WSU marketing campaign.

LinkedIn: 15 points
You will establish a LinkedIn account unless you already have one. It will include a professionally appropriate information and photo. You need to connect with at least 25 people on LinkedIn, plus your teacher and classmates in this course. The points will be allocated based on you having a professionally appropriate LinkedIn account and at least 25 connections beyond this class. Your LinkedIn account should help you project a professional image and be featured prominently in your Google search results.

International Project: 25 points
Your project proposal is worth up to 3 points, your blog post 12 points, your presentation 8 points and the posting of your presentation on SlideShare.net 2 points.

This assignment is to focus on social media use in a country where English isn’t the native language. Its components, taken together, are worth 25 percent of your course grade for the semester.

You will report both on overall social media use in the chosen country, and the use of one selected site that is popular in that country, focusing on non-English language use of that site. (Each student will select a country in consultation with Lou Heldman.)

Facebook, Twitter, LinkedIn, Pinterest and other leading U.S.-based sites shouldn’t be selected unless you can demonstrate they are used in different ways in the country you have chosen.

Your blog post and presentation should cover these questions/topics:

1. What roles do social media play in the country you have studied?
2. What sites are most popular in that country?
3. If you were a college student in that country, what site would you use most, and why?
4. Focusing on a single site, what are its key features and benefits?
5. How is your selected international site used by businesses in that country?
6. How is your selected site used for journalism in that country?
7. Anything else you think is important for our understanding of social media use in that country.

**Deadlines and other requirements**

- You must submit a 250 word proposal to lou.heldman@wichita.edu by 8 a.m. Oct. 3 (grad students) or Oct. 10 (undergrads), naming your choice of a country, a site you will focus on in that country and describing how you plan to research your presentation.

- Your written report should be in the form of a blog post of 1,000-1,500 words for undergrads and 1,500-2,000 words for graduate students.

- Your report must appear on your blog by 8 a.m., Oct. 31. (This is the firm deadline for the blog post even if your presentation is not until Nov. 7 or 14.)

- Presentations will be in class Oct. 31, Nov. 7 and Nov. 14. All grad students will present Oct. 31. Undergraduate dates will be assigned in advance. Presentations must be in Keynote, Prezi or PowerPoint, except with the prior approval of the instructor. You must email a copy of your presentation to lou.heldman@wichita.edu by 8 a.m. on the day you will be presenting in class.

- Presentations must be shared on SlideShare.net or similar public site by Nov. 14.

**Participation: 15 points**

These points will be assigned at the discretion of the instructor, taking into account your contribution to class; interaction with guest speakers, classmate and instructor; meeting deadlines; attendance and punctuality.