



COM 211: Social Media Communication

This course focuses on social media and its significant and enduring impact on society and the field of communication. Students will examine social media, as a whole and by individual channels, and translate the various meanings, purpose and impact. Topics will include classifying types of social media, discussion of social media's effects, identifying the intended audiences, selecting the proper social media for messaging. Through interactive classroom sessions and exercises, case studies and journals, students will identify and implement the strategic uses and practices of social media for personal and professional use. Prerequisite(s): ENG 101

Course Student Learning Outcomes

Students who successfully complete this course will be able to: 1. Explain how social media impacts mass media and the field of communication. 2. Identify key figures and events related to the development of social media. 3. Describe the potential effects of social media on a diverse society. 4. Analyze the basic ethical, global, and legal issues related to social media. 5. Assess the impact of social media on mass media and the field of communication. 6. Create a strategic social media communication policy.

Credits: 3

Program: Communication