COURSE NUMBER   **COM 390**

COURSE TITLE   **Current Trends in Social Media**

CREDITS   **3**

PREREQUISITE   **ENG 122 and COM 260**

FACULTY MEMBER

TERM

METHOD OF CONTACT/ OFFICE HOURS

COURSE TIME BREAKDOWN

    40 Hours of Structured Learning Activities

TEXTBOOKS
*A list of course textbooks are available on the Wilmington University Bookstore website:
http://bookstore.wilmu.edu/

COURSE DESCRIPTION

This course will continue the work of COM 260 in examining social media for business uses, with an emphasis on using analytics to achieve goals and reviewing current issues in social media. Practice using social media distribution tools like Hootsuite will be included. Other tools like Google Analytics will be examined. The final project will focus on a special problem or issue in which analytics will be used to complete the assignment.

COURSE OBJECTIVES

This course will provide students with the knowledge and skills to:

1. Analyze and select a social media platform to meet a business goal, using academic resources to complete independent research.
2. Apply analytics to reach a specific social media goal.
3. Analyze various situations where social media has been used and chose the proper tool to use for a specific circumstance.
4. Create a final project in which an analytics tool is used and data are analyzed.
5. Exhibit critical thinking and communication skills in all class activities.

METHODOLOGY

B.   Evaluation Methods

ATTENDANCE POLICY:

EVALUATION PROCEDURE AND GRADING POLICY:

LATE ASSIGNMENT POLICY:

CAS CLASSROOM STANDARDS:

COURSE SCHEDULE (all assignments and due dates):