

COM340: Social Media and Public Relations

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information



Faculty contact information and office hours can be found on the faculty profile page.

Course Description and Outcomes



Course Description:

This course examines the strategic use of social media for public communication. The course applies classic and contemporary theory to new media and technologies. Students will gain the practical knowledge and insights required to establish objectives and strategies, properly select social media platforms to engage publics, and monitor and measure the results of these efforts.

Course Overview:

The purpose of this course is to introduce students to the dynamic field of social media as used by organizations and individuals to achieve marketing and public relations objectives. The course will define *social media*, *marketing*, and *public relations*. The course will also introduce students to the strategic use of social media tools to achieve marketing and public relations goals.

Organizations today actively and strategically communicate with customers and target publics using methods and tools that are substantially different than those used even a few years ago. Social media technologies and tools are rapidly changing and converging in a dynamic and transparent marketplace, compounding the challenges to leverage social media most efficiently for effective public communications.

The need to communicate actively and effectively to build win-win relationships is critical to every aspect of the organization's success. Social media tools and media empower consumers to also actively communicate with organizations and with other consumers, giving every consumer a global voice in a dynamic marketplace. Organizations also leverage these rapidly changing and evolving tools and techniques.

This course looks at the sister professions of marketing and public relations and their use of social media for effective public communications. It reviews leading social media technologies and tools, examines the use of

crowdsourcing, and discusses related ethics. The course also looks at the use of social media for personal branding, personal learning, and individual professional networking.

Course Learning Outcomes:

1. Understand social media tools and technology.
2. Demonstrate ethical and effective use of social media with an awareness of legal and ethical implications.
3. Evaluate crowdsourcing and the social and cultural effects of social media.
4. Develop professional communication skills while working with and building a professional online presence.

Participation & Attendance



Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

Course Materials



Required:

Safko, L. (2012). *The social media bible: Tactics, tools, and strategies for business success* (3rd ed.). Hoboken, NJ: Wiley. ISBN: 978-1-118-26974-9

Scott, D. M. (2016). *The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly* (5th ed.). Hoboken, NJ: Wiley. ISBN: 978-1-119-07048-1

Suggested:

NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

Course Schedule



Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- Discussion Boards: The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- Opening Exercises: Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- Mastery Exercises: Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- Critical Thinking: Assignments are due Sunday at 11:59 p.m. MT.

Week #	Readings	Assignments
1	<ul style="list-style-type: none"> • Chapters 1 & 2 in <i>The New Rules of Marketing and PR</i> • Chapter 1 in <i>The Social Media Bible</i> 	<ul style="list-style-type: none"> • Discussion (25 points) • Opening Exercise (0 points) • Mastery Exercise (10 points)
2	<ul style="list-style-type: none"> • Chapters 2 & 3 in <i>The Social Media Bible</i> • Chapters 3, 4, & 11 in <i>The New Rules of Marketing and PR</i> • Edmiston, D. (2015, Spring). Creating a personal competitive advantage by developing a professional online presence. <i>Marketing Education Review</i> 24(1), 21-24. • Khedher, M. (2015, Spring/Summer). A brand for everyone: Guidelines for personal brand managing. <i>The Journal of Global Business Issues</i>, 9(1), 19-27. • McCollum, L. (2014, December 7). A beginner's guide to establishing a professional online presence. <i>Inside Higher Ed</i>. Retrieved from https://www.insidehighered.com/blogs/gradhacker/beginner%E2%80%99s-guide-establishing-professional-online-presence 	<ul style="list-style-type: none"> • Discussion (25 points) • Opening Exercise (0 points) • Mastery Exercise (10 points) • Portfolio Project Milestone (20 points)
3	<ul style="list-style-type: none"> • Chapter 4 in <i>The Social Media Bible</i> • Chapters 12, 13, 14, & 15 in <i>The New Rules of Marketing and PR</i> • Akbar, T. (2016, June 14). 7 fundamental ethics of social media marketing. <i>Business to Community</i>. Retrieved from http://www.business2community.com/social-media/7-fundamental-ethics-social-media-marketing-01571504#dvihSUZyQ1e03fDZ.97. • Noordyke, M. (2016, December 10). Fact or fiction: The fake news problem. <i>Social media law bulletin</i>. Retrieved from http://www.socialmedialawbulletin.com/2016/12/fact-fiction-fake-news-problem/#more-2005. • Replogle, E. (2014, September). Fame, social media use, and ethics. <i>Sociological Forum</i>, 29(3), 736-742. • Tiku, N. (2016, December 1). Why snapchat and Apple don't have a fake news problem. <i>Buzz Feed News</i>. Retrieved from https://www.buzzfeed.com/nitashatiku/snapchat-fake-news?utm_term=.pipD4aVorL#.drgMepln7m 	<ul style="list-style-type: none"> • Discussion (25 points) • Opening Exercise (0 points) • Mastery Exercise (10 points) • Critical Thinking (90 points)

4	<ul style="list-style-type: none"> • Chapters 5 & 7 in <i>The Social Media Bible</i> • Chapters 5, 7, 8, 9, & 16 in <i>The New Rules of Marketing and PR</i> • Devaney, E. (2016, April 28). 8 guidelines for exceptional web design, usability, and user experience. <i>Hubspot</i>. Retrieved from https://blog.hubspot.com/blog/tabid/6307/bid/30557/6-Guidelines-for-Exceptional-Website-Design-and-Usability.aspx#sm.0010f2kua13bfe5kt7n2nbzuvqseh • Spencer, J. (2016, December 2). Best blogging sites comparison guide 2016. <i>Make a websitehub.com</i>. Retrieved from https://makeawebsitehub.com/choose-right-blogging-platform/ 	<ul style="list-style-type: none"> • Discussion (25 points) • Opening Exercise (0 points) • Mastery Exercise (10 points) • Critical Thinking (90 points) • Portfolio Project Milestone (40 points)
5	<ul style="list-style-type: none"> • Chapters 9, 10, 11, & 13 in <i>The Social Media Bible</i> • Chapters 6 & 18 in <i>The New Rules of Marketing and PR</i> • Stanford University. (n. d.) Copyright & fair use: Welcome to the public domain. Retrieved from http://fairuse.stanford.edu/overview/public-domain/welcome/ 	<ul style="list-style-type: none"> • Discussion (25 points) • Opening Exercise (0 points) • Critical Thinking (90 points) • Portfolio Project Milestone (50 points)
6	<ul style="list-style-type: none"> • Chapters 13 & 14 in <i>The Social Media Bible</i> • Chapters 9 (Review section on crowdsourcing) & 16 in <i>The New Rules of Marketing and PR</i> • Doan, A., Ramakrishnan, R., & Halevy, A. Y. (2011, April). Crowdsourcing systems on the World-Wide Web. <i>Communications of the ACM</i>, 54(4), 86-96. • Storlie, C. (2016, November 28). Crowdsourcing innovation through social media. <i>Army Magazine</i>, 66(1), 49-50. 	<ul style="list-style-type: none"> • Discussion (25 points) • Opening Exercise (0 points) • Mastery Exercise (10 points) • Critical Thinking (100 points)
7	<ul style="list-style-type: none"> • Chapters 18, 33, 34, 35, & 36 in <i>The Social Media Bible</i> • Chapter 24 in <i>The New Rules of Marketing and PR</i> • Guhlin, M. (2016, December 12). The CTO challenge: Building your personal learning network. Education World. Retrieved from http://www.educationworld.com/a_tech/columnists/guhlin/guhlin004.shtml • Maruti Techlabs. (2016). 7 trends that define the future of mobile application development. Retrieved from http://www.marutitech.com/7-trends-of-mobile-application-development/ 	<ul style="list-style-type: none"> • Discussion (25 points) • Opening Exercise (0 points) • Mastery Exercise (10 points)

	<ul style="list-style-type: none"> • Moreau, E. (2016, April 22). 6 RSS aggregator tools to combine multiple RSS feeds. Lifewire. Retrieved from https://www.lifewire.com/rss-aggregator-tools-3486469 	<ul style="list-style-type: none"> • Portfolio Project Milestone (40 points)
8	<ul style="list-style-type: none"> • Chapters 22 & 24 in <i>The Social Media Bible</i> • Chapter 25 in <i>The New Rules of Marketing and PR</i> • Guido, M. (2016, January 19). A list of the top 25 social media analytics tools. <i>Keyhole.co</i>. Retrieved from http://keyhole.co/blog/list-of-the-top-25-social-media-analytics-tools/ 	<ul style="list-style-type: none"> • Discussion (25 points) • Opening Exercise (0 points) • Mastery Exercise (10 points) • Portfolio Project (200 points)

Assignment Details



This course includes the following assignments/projects:

Module 1

CRITICAL THINKING ASSIGNMENT

N/A

PORTFOLIO PROJECT REMINDER

For the Portfolio Project in this course, you will select one of the following two options. It is important to decide which option you would like to work on early as you will be completing Milestones for this project over the course of the next eight weeks.

Option #1: Building a Personal Online Presence

For the Portfolio Project in this course, you will build a professional online presence. Throughout the course you will use various tools to create this professional online presence. (If selecting Option 1 in this module, you will complete the Milestones and Portfolio Project for Option 1 throughout the course.) In the final week, you will prepare a slide presentation (using PowerPoint or an online tool such as Prezi) that includes links and images of the tools you chose, a description of your personal brand, and a slide about any ethical/legal concerns. Review the full prompt and the rubric for this assignment in the Week 8 Materials folder.

Option #2: Proposing a Professional Online Presence (Person or Organization)

For the Portfolio Project for this course, you will create a proposal presentation for a professional online presence for a person or organization who is a leader in your industry. This person or organization may be real or fictional. (If selecting Option 2 in this module, you will complete the Milestones and Portfolio Project for Option 2 throughout the course.) This presentation will include recommendations and samples of the recommendations for creating an online presence, a description of the personal or organizational brand, and a slide about any ethical/legal concerns. Review the full prompt and the rubric for this assignment in the Week 8 Materials folder.

Module 2

CRITICAL THINKING ASSIGNMENT

N/A

PORTFOLIO PROJECT MILESTONE (20 points)

By now you should have selected which Portfolio Project option you will be completing for this course. (You can review the Portfolio Project option descriptions in the Week 8 folder.) This week you will complete the first Milestone that builds towards the completion of this project due in Week 8. Complete the Milestone that corresponds with the Portfolio Project option that you have selected (Option 1 or Option 2). This week, indicate your Portfolio Project option selection in the title of your submission.

Option #1: Creating a LinkedIn Profile

For the Portfolio Project for this course, you will build a professional online presence. Throughout the course you will use various tools to create this professional online presence. (If selecting Option 1 in this module, you will complete the Milestones and Portfolio Project for Option 1 throughout the course.) In the final week, you will prepare a slide presentation--using PowerPoint or other online tools such as Prezi--that includes links and images of the tools you chose, a description of your personal brand, and a slide about any ethical/legal concerns. Review the full prompt and the rubric for this assignment in the Week 8 Materials folder.

For this week's Milestone assignment, create a LinkedIn profile that features your skills and education and that communicates your key objectives (personal brand) in developing an online presence. Your profile should also include both a photo of you in professional attire and current information about your education, employers, and areas of professional interest. Join relevant groups on LinkedIn and start building your network of contacts. While your profile will not need to utilize APA format, it must be professionally presented and free of grammatical and spelling errors. The Writing Tips in the *CSU-Global Guide to Writing and APA* has helpful recommendations for quality writing.

After you have completed your profile, submit to your instructor a link to your LinkedIn profile. Review the rubric for this Milestone in the Module 2 Materials folder for specific grading criteria.

Option #2: Defining the Proposal Target (Person or Organization)

For the Portfolio Project for this course, you will create a proposal presentation for a professional online presence for a person or organization who is a leader in your industry. This person or organization may be real or fictional. (If selecting Option 2 in this module, you will complete the Milestones and Portfolio Project for Option 2 throughout the course.) This presentation will include recommendations and samples of the recommendations for creating an online presence, a description of the personal or organizational brand, and text about any ethical/legal concerns. Review the full prompt and the rubric for this assignment in the Week 8 Materials folder.

For this week's Milestone assignment, write a 2-page paper (not including the required a cover page) that defines the person or organization that you have selected and that explains how an online presence would benefit the person or his or her organization. This profile should include a photo of the individual (professionally attired) or the organization's logo. It should also include current information about the individual (including education, employers, and areas of professional interest) or organization (including mission, contact information, and any upcoming events). Finally, delineate the objectives for the online presence that suit the desired professional brand for the individual or organization.

Your paper must be written and formatted according to the requirements in the *CSU-Global Guide to Writing and APA*. Review the rubric for this Milestone in the Module 2 Materials folder for specific grading criteria.

Module 3

CRITICAL THINKING ASSIGNMENT (90 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission. (Note: This assignment is not a Milestone for the Portfolio Project, so you can choose either option.)

Option #1: Ethical and Legal Issues with Fake News

Write a 2-page paper (not including the required cover and reference pages) that evaluates a minimum of one fake news story that has been found on a social media platform. Provide the link (or a screen shot) to this news story and pinpoint the ethical and/or legal issues with the story. Then discuss the impact and consequences of the story based on these ethical and/or legal issues.

Your paper must be written and formatted according to the requirements in the *CSU-Global Guide to Writing and APA*. Support your paper with a minimum of scholarly two sources in addition to the course textbooks. The CSU-Global Library is a good place to find these sources.

Review the rubric for this Critical Thinking assignment in the Module 3 Materials folder for specific grading criteria.

Option #2: Ethical and Legal Issues with a Commercial

Write a 2-page paper (not including the required cover and reference pages) that evaluates a story linked to the "How to spot fake news" story from FactCheck.org. (The FactCheck.org story is at <https://www.factcheck.org/2016/11/how-to-spot-fake-news>). Pinpoint the ethical and/or legal issues with the linked story that you choose. Identify any ethical or legal implications of the story. Then discuss the impact and consequences of the story based on these ethical and/or legal issues.

Your paper must be written and formatted according to the requirements in the *CSU-Global Guide to Writing and APA*. Support your paper with a minimum of two scholarly sources in addition to the course textbooks. The CSU-Global Library is a good place to find these sources.

Review the rubric for this Critical Thinking assignment in the Module 3 Materials folder for specific grading criteria.

Module 4

CRITICAL THINKING ASSIGNMENT (90 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission. (Note: This assignment is not a Milestone for the Portfolio Project, so you can choose either option.)

Option #1: Evaluation of a Blog-based Website (Paper)

Select a blogging platform (such as WordPress, Ghost, Drupal, Joomla, Medium, Blogspot, Squarespace, Weebly, Typepad, Tumblr, or Wix). What are the pros and cons of that platform as a choice for a blog-based website? What issues might you need to address or might you have in creating a blog-based website using that platform? Are there any ethical or legal considerations?

Synthesize your evaluation in a 2-page paper (not including the required cover and reference pages) and support your appraisal based on best practices with a minimum of two sources in addition to the course resources. The CSU-Global Library is a good place to find these sources. Your paper must be written and formatted according to the requirements in the *CSU-Global Guide to Writing and APA*.

Review the rubric for this Critical Thinking assignment in the Module 4 Materials folder for specific grading criteria.

Option #2: Evaluation of a Blog-based Website (Presentation)

Select a blogging platform (such as WordPress, Ghost, Drupal, Joomla, Medium, Blogspot, Squarespace, Weebly, Typepad, Tumblr, or Wix). What are the pros and cons of that platform as a choice for a blog-based website? What issues might you need to address or might you have in creating a blog-based website using that platform? Are there any ethical or legal considerations?

Present a synthesis of your analysis using a 10-slide presentation that includes either speaker's notes or voiceover. You may use PowerPoint or online tools such as Prezi. Include any information necessary for your instructor to access your presentation, particularly if you are using online slide presentation tools. Follow the *CSU-Global Visual Presentation Tips* at <http://csuglobal.libguides.com/CommonWritingAssign/vispresent>.

- If you opt to present your presentation with voiceover, Screencast-O-Matic is a good, free tool for recording your presentation. You will need to create your presentation, record your presentation, and then host it on a site such as YouTube. Submit the video link of your screen recording to your instructor for grading. (Tutorials for using Screencast-O-Matic are available at <http://help.screencast-o-matic.com/>.)
- If you opt to create speaker's notes, fully script your presentation in the notes section of each slide. Submit the slide presentation file to your instructor for grading.

Regardless of which option you choose, support your appraisal based on best practices with a minimum of two sources in addition to the course readings and resources. The CSU-Global Library is a good place to find sources. Your presentation must include in-text citations and a reference slide and utilize quality slide design and writing. Follow the CSU-Global Visual Presentation Tips guidelines at <http://csuglobal.libguides.com/CommonWritingAssign/vispresent>.

Review the rubric for this Critical Thinking assignment in the Module 4 Materials folder for specific grading criteria.

PORTFOLIO PROJECT MILESTONE (40 points)

This week you will complete the second Milestone that builds towards the completion of your Portfolio Project. Complete the Milestone that corresponds with the Portfolio Project option that you have selected (Option #1 or Option #2); it should be the same option number that you completed for the Module 2 Milestone. Indicate your selection in the title of your submission.

Option #1: Creating a Blog

For this Milestone, you will create a blog. Select a blogging platform such as WordPress.com and create a blog using a free template. The blog will be one of your professional online presence tools as part of the Portfolio Project for this course. Do not purchase anything from the platform. The blog should include a title, your professional mission or goal, your resume, a way for employers or prospective clients to contact you, and a single (brief) blog post. Your blog must be well written and formatted. Refer to the *CSU-Global Guide to Writing and APA*.

Submit the website address (link) of your blog to your instructor for grading. Review the rubric for this Milestone in the Module 4 Materials folder for specific grading criteria.

Option #2: Creating a Blog Proposal

Create a proposal for a blog-based website that will be used as part of your Portfolio Project Proposal to build the professional online presence for the person or organization you selected in Module 2.

In a two-page paper (plus cover page and references page), describe the blogging platform selected and the design and functionality that would be built into the blog to best portray the personal or professional brand and needs of the individual or organization. The proposal should also identify the blog's name, the individual or organization's contact information that would be posted on the blog for the public, and an introductory post about the purpose of the blog. Explain what links to social media tools would be included in the website and how these will contribute

to the online presence. (Several blog-based websites that may be helpful for reference are available at <https://wordpress.org/showcase/>.)

Support your recommendations with a minimum of two scholarly sources. The CSU-Global Library is a good place to find these sources. Your paper must be written according to the requirements in the *CSU-Global Guide to Writing and APA*.

Review the rubric for this Milestone in the Module 4 Materials folder for specific grading criteria.

Module 5

CRITICAL THINKING ASSIGNMENT (90 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission. (Note: This assignment is not a Milestone for the Portfolio Project, so you can choose either option.)

Option #1: Video in Social Media

From any social media platform, select a video posted by an organization to achieve marketing and/or public relations goals. In a two-page paper (plus cover page and references page), analyze the use of the video by answering the following questions:

- What is the organization trying to achieve with this video? Were they successful? Why or why not?
- Does the video appear on additional social media platforms? Are those platforms linked and integrated? How might this be a benefit or a detriment to the organization?
- How might the video be improved? Are there legal or ethical issues that should be taken into consideration regarding its use?

Your paper must include the link to the video and be written and formatted according to the requirements in the *CSU-Global Guide to Writing and APA*. Support your paper with a minimum of two scholarly sources in addition to the course resources. The CSU-Global Library is a good place to find these sources.

Review the rubric for this Critical Thinking assignment in the Module 5 Materials folder for specific grading criteria.

Option # 2: Infographics in Social Media

From any social media platform, select an infographic posted by an organization to achieve marketing and/or public relations goals. In a two-page paper (plus cover page and references page), analyze the use of the infographic by answering the following questions:

- What is the organization trying to achieve with this infographic? Was it successful? Why or why not?
- Does the infographic appear on additional social media platforms? Are those platforms linked and integrated? How might this be a benefit or a detriment to the organization?
- How might the infographic be improved? Are there legal or ethical issues that should be taken into consideration regarding its use?

Your paper must include the link to the infographic and be written and formatted according to the requirements in the *CSU-Global Guide to Writing and APA*. Support your paper with a minimum of two scholarly sources in addition to the course resources. The CSU-Global Library is a good place to find these sources.

PORTFOLIO PROJECT MILESTONE (50 points)

This week you will complete the third Milestone that builds towards the completion of your Portfolio Project. Complete the Milestone that corresponds with the Portfolio Project option that you have selected (Option #1 or

Option #2); it should be the same option number that you completed for previous Milestones. Indicate your selection in the title of your submission.

Option #1: Creating a Social Media Infographic

Select an online platform offering free tools to create infographics. Create your infographic using Piktochart or another tool of your choice that allows you to download the infographic as a PDF file.

Create an infographic about types of social media platforms, how organizations use social media, or an issue relating to your personal online brand, and post it in your blog, which you created in Module 4. The infographic should demonstrate your ability to create an infographic, an accurate understanding of your selected topic, and the effective use of visual media to communicate meaning.

After creating your infographic, download your work as a PDF and submit the PDF to your instructor as an attachment. Review the rubric for this Milestone in the Module 5 Materials folder for specific grading criteria.

Option #2: Creating a Sample Infographic

Select an online platform offering free tools to create infographics. Create your infographic using Piktochart, or another tool of your choice that allows you to download the infographic as a PDF file.

Create an infographic to be included in your Portfolio Project Proposal as a means to communicate the personal brand, mission, product, and/or service targeted by the person or organization that you selected in Module 2. The infographic is to serve as a sample of what would be included to promote the online presence of this person or organization and that could be included in the blog proposed in Module 4.

After creating your infographic, download your work as a PDF and submit the PDF to your instructor as an attachment. Review the rubric for this Milestone in the Module 5 Materials folder for specific grading criteria.

Module 6

CRITICAL THINKING ASSIGNMENT (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission. (Note: This assignment is not a Milestone for the Portfolio Project, so you can choose either option.)

Option #1: Evaluating an Organization's Crowdsourcing Campaign

Write a 3-page paper (not including the required cover and reference pages) that defines *crowdsourcing* and explains how culture contributes to its effectiveness. *Culture* is generally regarded as a collective way of life of a group of people including their beliefs, values, customs, arts, and attitudes. Next, identify a company that has effectively used crowdsourcing and evaluate its crowdsourced campaign by answering the following questions:

- What about the campaign was memorable and effective?
- What ethical considerations needed to be part of the campaign?
- What could have been improved? How?

Support your paper with a minimum of two scholarly sources in addition to the course resources. The CSU-Global Library is a good place to find your sources. Your paper must be written and formatted according to the requirements in the *CSU-Global Guide to Writing and APA*.

Review the rubric for this Critical Thinking assignment in the Module 6 Materials folder for specific grading criteria.

Option #2: Proposing a Crowdsourcing Campaign

Write a 3-page paper (not including cover and reference pages) that defines *crowdsourcing* and that explains how culture contributes to its effectiveness. *Culture* is generally regarded as a collective way of life of a group of people including their beliefs, values, customs, arts, and attitudes. Next, select an existing organization (or use the organization that you have selected for your Portfolio Project) and propose a way in which crowdsourcing could effectively be used to promote the organization's brand, product, and/or services. Be creative – try to come up with something innovative!

In your paper, provide your rationale as to why the proposed crowdsourcing campaign would be memorable and how it utilizes effective social media strategies. Be sure to address any ethical concerns relating to your proposed campaign and include suggestions for how it could be improved.

Support your paper with a minimum of two scholarly sources in addition to the course resources. The CSU-Global Library is a good place to find these sources. Your paper must be written and formatted according to the requirements in the *CSU-Global Guide to Writing and APA*.

Review the rubric for this Critical Thinking assignment in the Module 6 Materials folder for specific grading criteria.

Module 7

CRITICAL THINKING ASSIGNMENT

N/A

PORTFOLIO PROJECT MILESTONE (40 points)

This week you will complete the fourth Milestone that builds towards the completion of your Portfolio Project. Complete the Milestone that corresponds with the Portfolio Project option that you have selected (Option #1 or Option #2); it should be the same option number that you completed for previous Milestones. Indicate your selection in the title of your submission.

Option #1: Planning for a PLN or PLE

Create an 8-10 slide presentation (in addition to the required introduction slide and a reference slide) that details a Personal Learning Network (PLN) or a Personal Learning Environment (PLE) that you might create for yourself. Identify social media platforms and tools that you would use, what groups or experts you would like as part of your LPN or PLE, and how you and your online presence would benefit from the PLN or PLE.

Your presentation must be professional in design and academic in writing. Support your recommendations with a minimum of two scholarly sources. Your course texts are a good place to start, and the CSU-Global Library is another good place to find other sources. Your citations and references must be written and formatted according to the requirements in the *CSU-Global Guide to Writing and APA*.

You may use PowerPoint or an online slide presentation tool. Be sure to include for your instructor any necessary information for accessing your presentation. Follow the CSU-Global Visual Presentation Tips guidelines at <http://csuglobal.libguides.com/CommonWritingAssign/vispresent>.

Submit your presentation file to your instructor as an attachment. Review the rubric for this Milestone in the Module 7 Materials folder for specific grading criteria.

Option #2: Proposing a Search Engine Optimization, a PLN, or a PLE

Create an 8-10 slide presentation (not including the required introduction slide and reference slide) that details how search engine optimization (SEO), a Personal Learning Network (PLN), or a Personal Learning Environment (PLE) would benefit the personal or organization for which you are building your proposal. Provide the rationale for

the direction selected for the proposal, information about the tools needed, and how the personal or organization would benefit from this addition to their online presence.

Your presentation must be professional in design and academic in writing. Support your recommendations with a minimum of scholarly two scholarly sources. Your course texts are a good place to start, and the CSU-Global Library is another good place to find sources. Your citations and references must be written and formatted according to the requirements in the *CSU-Global Guide to Writing and APA*.

You may use PowerPoint or an online slide presentation tool. Be sure to include for your instructor any necessary information for accessing your presentation. Follow the *CSU-Global Visual Presentation Tips* guidelines at <http://csuglobal.libguides.com/CommonWritingAssign/vispresent>.

Submit your presentation file to your instructor as an attachment. Review the rubric for this Milestone in the Module 7 Materials folder for specific grading criteria.

Module 8

PORTFOLIO PROJECT (200 points)

For the Portfolio Project in this course, you will select one of the following two options. Do not do both projects. It is important to decide on which option you want to complete early in the course as you will be completing Milestones for this project over the duration of the course. Identify your assignment choice in the title of your submission.

Option #1: Building a Personal Online Presence

Throughout this course you will use various tools to create a personal online presence. For your final Portfolio Project, you will present the steps you have taken to build that presence and your personal brand.

As you begin your Portfolio Project, review this article in *Communication World*, titled "10 Tips for Building a Personal Brand That Can Boost Your Career." It will help you to understand the concept of "personal brand" and give you advice about a strategy to use for creating yours.

The following Milestones will be submitted to build towards this final project: (Note: If selecting Option 1 in this module, you will complete the Milestones and Portfolio Project for Option 1 throughout the course.)

- Module 2: Creating a LinkedIn Profile
- Module 4: Creating a Blog
- Module 5: Creating a Social Media Infographic
- Module 7: Planning for a PLN or PLE

In Week 8, you will prepare a 20-25 slide presentation (not including the required cover slide and a reference slide) that details your individual professional online presence. NOTE: You prepare the presentation in PowerPoint, then Save As a PDF file to submit it. Your slide presentation must include the following:

- A description of your brand.
- An explanation of strategies you have employed to develop that brand using social media tools.
- Links to and images of the tools you chose:
 - Your LinkedIn account
 - Your blog
 - The infographic you created for a blog post.
- Your plan for creating an PLN or PLE.
- A discussion of legal and ethical issues regarding your personal online presence and how to resolve these issues.

- An explanation of the next steps you will take to further develop your personal brand and build your professional online presence. Include support for these steps based on best practices using a minimum of six scholarly sources. The CSU-Global Library is a good place to locate these sources.
- An explanation of how you will monitor and measure the effectiveness of your online presence.

You may use PowerPoint or an online slide presentation tool. Be sure to include for your instructor any necessary information for accessing your presentation. Follow the *CSU-Global Visual Presentation Tips* guidelines at <http://csuglobal.libguides.com/CommonWritingAssign/vispresent>.

Your presentation must be professional in design and academic in writing. Your citations and references must be written according to the requirements in the *CSU-Global Guide to Writing and APA*.

Submit your Portfolio Project presentation file to your instructor as a PDF file; use the Save As feature in PowerPoint to create the PDF. Review the rubric for this project in the Module 8 Materials folder for specific grading criteria.

Option #2: Proposing a Professional Online Presence

Throughout this course you will use and evaluate various tools that can be used to create a professional online presence for a person or an organization of your choosing. (This person or organization may be real or fictional.) For your final Portfolio Project, you will present a proposal that includes recommendations for building this online presence and communicating a targeted professional brand to the public for this individual or organization.

As you begin your Portfolio Project, review Chapter 1 - in this library book, *The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand*. Chapter 1 is called Chapter One: The New Branding and Marketing Mindset and Myths: How to Brand Yourself and Your Business in the Digital Age. It will help you to understand the concept of communicating a targeted professional brand to the public.

The following Milestones will be submitted to build towards this final project: (Note: If selecting Option 2 in this module, you will complete the Milestones and Portfolio Project for Option 2 throughout the course.)

- Module 2: Defining the Proposal Target (Person or Organization)
- Module 4: Creating a Blog Proposal
- Module 5: Creating a Sample Infographic
- Module 7: Proposing a Search Engine Optimization, a PLN, or a PLE

In Week 8, you will prepare a 20-25 slide presentation (not including the required cover slide and a reference slide) that details your proposal for creating a professional online presence for the individual or organization that you have selected. NOTE: You prepare the presentation in PowerPoint, then Save As a PDF file to submit it. Your presentation must include the following:

- A description of the individual or organization and the professional brand you are seeking to communicate to the public.
- Recommendations for which strategies to employ to develop that brand using social media tools.
- Proposals for specific components of the online presence (include samples, links, and images of the tools as appropriate) with the rationale for each component:
 - A blog
 - A sample infographic
 - A plan for creating search engine optimization, a PLN, or a PLE.
- A discussion of legal and ethical issues regarding the professional online presence and how to resolve these issues.
- An explanation of additional steps that should be taken to further develop the brand and build the professional online presence for the individual or organization. Include support for these steps based on best practices using a minimum of six scholarly sources. The CSU-Global Library is a good place to locate sources.

- An explanation of how the professional online presence should be monitored and measured for effectiveness.

You may use PowerPoint or an online slide presentation tool. Be sure to include for your instructor any necessary information for accessing your presentation. Follow the *CSU-Global Visual Presentation Tips* guidelines at <http://csuglobal.libguides.com/CommonWritingAssign/vispresent>.

Your presentation must be professional in design and academic in writing. Your citations and references must be written and formatted according to the requirements in the *CSU-Global Guide to Writing and APA*.

Submit your Portfolio Project presentation file to your instructor as a PDF file; use the Save As feature in PowerPoint to create the PDF. Review the rubric for this project in the Module 8 Materials folder for specific grading criteria.

Course Policies



Course Grading

20% Discussion Participation
 0% Opening Exercises
 8% Mastery Exercises
 37% Critical Thinking Assignments
 35% Final Portfolio Project & Milestones

Grading Scale and Policies

A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

In-Classroom Policies

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style

All students are expected to follow the *CSU-Global Guide to Writing and APA Requirements* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

Disability Services Statement

CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.