Course Syllabus

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EDUC 6073

Developing Web Applications and Social Media

Course Description

Developments in information technology and online social networking have posed opportunities and challenges for those who practice and research strategic communication. What are the implications of new digital communication technologies, in particular web and social media, for organizations' building and managing relationships with their target audiences? How can organizations – corporate, governmental, and nonprofit – use social media to improve their image and brand?

Course Prerequisites

No prerequisites are required

Required Materials

Required materials are available in each Canvas weekly module overview. There is no textbook required for purchase.

Accreditation

Southern Wesleyan University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, and masters degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call 404-679-4500 for questions about the accreditation of Southern Wesleyan University.

The teacher education programs at Southern Wesleyan University are accredited by the National Council for Accreditation of Teacher Education (NCATE), www.ncate.org. This accreditation covers initial teacher preparation programs and advanced educator preparation programs at the main campus in Central and all other learning centers operated by SWU. The university's teacher education programs are also approved by the South Carolina State Board of Education.

Program Learning Outcomes

1. Connect instructional design theories to real-world applications for effective online teaching and e-teaching.
2. Exhibit requisite skills required for online e-technologies and instructional design.
3. Demonstrate a working knowledge of digital devices and media design.
4. Participate in, promote, and model life-long learning relative to e-learning and instructional design.
5. Integrate Christian Ethic of Care in all Instructional Design leadership and development capacities by:
    - promoting digital citizenship;
    - modeling the safe and effective use e-technologies;
    - promoting design for a culturally responsive society.

Course Learning Outcomes

Course Learning Outcomes

Course Learning Outcome	Program Learning Outcome	ISTE Standards
1. Evaluate web 2.0 tools for their pedagogical usefulness and application in specific online contexts.	2, 3	(1) Learner, (5) Designer
2. Integrate third-party tools to create a seamless learning experience within course content.	3	(5) Designer
3. Evaluate online content for optimization and ease of use on mobile devices.	3	(5) Designer, (7) Analyst
4. Describe trends in alternative credentialing and evaluate strategies for course content within these trends.	4	(2) Leader, (5) Designer

5. Analyze and develop strategies for marketing and promotion of online content using digital marketing and social media.	1, 3, 5	(2) Leader, (3) Citizen, (6) Facilitator

Course Learning Assignments and Assessments

Grading

Grading Standards

Grading Category	Percentage
Discussions	40%
Web Application Integration	30%
Social Media Strategy Paper	30%

Assignment Descriptions

Discussions - 40%

In an online learning community, discussions are imperative to both the success of the individual student as well as the greater good of the group. Therefore, monitoring and engagement in discussions throughout the course is expected. Through interactions with peers and the instructor, the student will question, encourage, promote critical thinking, elaborate, clarify, probe and prompt. Personal examples and resources should be openly shared. The discussion forum is a safe place, and professionalism and Christian ethic of care are expected. Some examples include:

- Suggest why you might see things differently.
- Ask a probing or clarifying question.
- Share an insight from having read your peer's posting.
- Offer and support an opinion.
- Validate an idea with your own experience.

- Make a suggestion.
- Expand on a peer's posting.
- Ask for evidence that supports the posting.

The instructor has only what the student posts to determine preparation and level of understanding. Therefore, it is imperative that the student clearly states responses to the prompts, including personal experiences, connections to course resources (readings, videos, etc.), and questions related to further exploration or application of the topic.

The following format must be used for online discussion:

Initial post is due Thursday by 11:59PM/EST

- 1st paragraph answers prompt using citations/substantiation from course resources (APA format)
- 2nd paragraph ties theory to practice with examples from own placement
- APA References

Monitoring and engagement through replies to peers plus instructor must be evident throughout the discussion window: Initial post Thursday; interactions Friday OR Saturday; interactions on Sunday. Failure to interact and/or respond will result in a lower grade. Submitting the minimum number of posts does not automatically mean maximum number of points.

Web Application Integration - 30%

You have started on an online project that you have continually been refining in this program. We are going to revisit that online project with a focus on adding in web 2.0 tools to address a specific need in the course. Select an area that you wish to address (e.g. increased engagement, formative feedback, etc.) and investigate tools that may be appropriate for the course and the specific area you wish to address. Integrate the tool within your course and give us a demonstration of the tool at work. You will also need to write a brief summary of your findings and key takeaways.

This project will be scaffolded with the following benchmarks:

- Week 2: Outline of areas to address (10%)
- Week 4: Tool selection (10%)
- Week 6: Final project (80%)

Social Media Strategy Paper - 30%

At this point in the program, you should have at least two major projects that you have been working on for some time. You have ideally been thinking about the audience for your project for some time as well. That audience will need to be made aware of your project – whether that is an internal organization audience or to a wide public audience. Utilizing the strategies explored in this course, develop a comprehensive social media strategy to market your program.

Your paper should provide:

- An executive summary of the offering
- Analysis of your audience
- Details on your social media campaign

- A timeline of the campaign
- An overview of assessment strategies

This project will be scaffolded with the following benchmarks:

- Week 3: Project selection & campaign outline (10%)
- Week 5: Draft paper (30%)
- Week 7: Final paper (60%)

Grade Equivalency Table

All grades are reported in a system of eleven letter grades designated as "A" through "F" with appropriate plus and minus additions reflecting the following scheme:

Grade Equivalency Table

Percentage Value	Letter Grade	Numeric Value for GPA
96-100	A	4.0
93-96	A-	3.7

90-93	B+	3.4
87-90	B	3.0
84-87	B-	2.7
81-84	C+	2.4
78-81	C	2.0
75-78	C-	1.7
73-75	D+	1.4
70-73	D	1.0
<70	F	0.0

Course Policies

Attendance Policy

Regular attendance is a key to success in the course. Please refer to the Attendance Policy outlined in the Catalog for full details of the SWU policy on attendance.

Online attendance is based on completion of at least one designated assignment by the due date/time posted within the course site for each week. Online activities may include lecture, assignments, readings, discussion forums, and assessments (e.g. quizzes, tests).

Late Assignment Policy

Assignments

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Assignments are due by midnight on the days specified.

In the case of extenuating circumstances (such as hospitalization, child birth, major accident, injury, military obligation, or bereavement), it is the responsibility of students to contact the instructor as soon as practicable. The instructor may waive the penalty for late work if the circumstances are justified.

Students must submit final course assignments no later than the last day of the term. No assignments are accepted after the last day of the term.

Discussions

Students must submit discussion board postings during the time frame indicated.

Communication

The course site (Canvas) and SWU email are the primary tools for class communication, assignments, handouts, etc. All participants must have access to the course site and SWU e-mail and are expected to access them on a daily basis.

While it is important to maintain good communication with the instructor, Internet connectivity problems and home computer problems are not considered adequate excuses for missing assigned class work.

Technology Requirements

To be successful in this course, all participants are expected to ensure their technology equipment meets the [recommendations](http://www.swu.edu/about-swu/technology-services/computer-recommendations/) provided by SWU's Technology Services.

Students requiring technical support related to their courses or other SWU-provided technologies should send an e-mail to helpdesk@swu.edu or call 864.644.5050.

Academic Honesty

Honesty in all matters - including honesty in academic endeavors - is a valued principle at Southern Wesleyan University. It is the expectation of the university that all those joining the academic program will act with integrity in all matters.

No forms of academic dishonesty will be tolerated. Students are encouraged to help each other maintain these high standards. All academic dishonesty should be reported to the faculty directly. Faculty, upon evidence of academic dishonesty (cheating, plagiarism, or misuse of another's intellectual property), either by voluntary confession, report of another student, or on the basis of work submitted, must follow he procedure outlined in the Catalog (under *Academic Honesty*). This includes but is not limited to a zero for the work involved, 10% course grade reduction, or a failing grade for the course. Unresolved cases may be appealed using the Appeal Process outlined in the Catalog (under *Academic Honesty*).

LEARNING ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

Southern Wesleyan University provides a variety of services for students with documented learning disabilities on a case-by-case basis. To qualify for services, students must contact SWU's Student Success Manager to begin the process of requesting accommodations. Contact the Student Success Center on the main floor in the library, contact **Accommodations@swu.edu (mailto:Accommodations@swu.edu)** or 864-644-5137, for more information. Visit the Student Success Center ⬀ (https://www.swu.edu/academics/academic-support-and-resources/student-success-center-services/) website.

Course Summary:

Date	Details	Due
	📝 **Social Media Strategy: Audience Analysis (https://swu.instructure.com/courses/3346279/assignments/33638194)**	
	📝 **Social Media Strategy: Draft Paper (https://swu.instructure.com/courses/3346279/assignments/33638195)**	
	📝 **Social Media Strategy: Final Paper (9722) (https://swu.instructure.com/courses/3346279/assignments/33638196)**	

Date	Details	Due
	🗨 **Web Application Integration: Final Project** **(https://swu.instructure.com/courses/3346279/assignments/33638187)**	
	📝 **Web Application Integration: Final Project** **Submission (9992)** **(https://swu.instructure.com/courses/3346279/assignments/33638197)**	
	🗨 **Web Application: Focus Area** **(https://swu.instructure.com/courses/3346279/assignments/33638184)**	
	🗨 **Web Application: Tool Selection** **(https://swu.instructure.com/courses/3346279/assignments/33638186)**	
	🗨 **Week 1 Discussion** **(https://swu.instructure.com/courses/3346279/assignments/33638185)**	
	🗨 **Week 2 Discussion** **(https://swu.instructure.com/courses/3346279/assignments/33638188)**	
	🗨 **Week 3 Discussion** **(https://swu.instructure.com/courses/3346279/assignments/33638189)**	
	🗨 **Week 4 Discussion** **(https://swu.instructure.com/courses/3346279/assignments/33638190)**	
	🗨 **Week 5 Discussion** **(https://swu.instructure.com/courses/3346279/assignments/33638191)**	
	🗨 **Week 6 Discussion** **(https://swu.instructure.com/courses/3346279/assignments/33638192)**	

Date	Details	Due
	Week 7 Discussion **(https://swu.instructure.com/courses/3346279/assignments/33638193)**	