

COMS 184: SOCIAL MEDIA AND PUBLIC RELATIONS

In Workflow

1. COMS Committee Chair (irwin@csus.edu)
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3. ALS College Committee Chair (abuckman@csus.edu)
4. ALS Dean (rfisher@csus.edu)
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6. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
7. Dean of Undergraduate (james.german@csus.edu; celena.showers@csus.edu)
8. Dean of Graduate (cnewsome@skymail.csus.edu)
9. Catalog Editor (torsetj@csus.edu)
10. Registrar's Office (w lindsey@csus.edu)
11. PeopleSoft (PeopleSoft@csus.edu)

Approval Path

1. Fri, 20 Aug 2021 17:24:15 GMT
Jacqueline Irwin (irwin): Rollback to Initiator
2. Mon, 23 Aug 2021 17:29:25 GMT
Jacqueline Irwin (irwin): Rollback to Initiator
3. Mon, 23 Aug 2021 18:29:47 GMT
Jacqueline Irwin (irwin): Approved for COMS Committee Chair
4. Mon, 23 Aug 2021 18:40:45 GMT
Gerri Smith (smithg): Approved for COMS Chair
5. Wed, 22 Sep 2021 22:47:41 GMT
Alyson Buckman (abuckman): Rollback to Initiator
6. Sat, 02 Oct 2021 19:32:34 GMT
Jacqueline Irwin (irwin): Approved for COMS Committee Chair
7. Sun, 03 Oct 2021 20:15:57 GMT
Gerri Smith (smithg): Approved for COMS Chair
8. Sun, 03 Oct 2021 20:29:43 GMT
Alyson Buckman (abuckman): Approved for ALS College Committee Chair
9. Mon, 04 Oct 2021 22:38:18 GMT
Robin Fisher (rfisher): Approved for ALS Dean

New Course Proposal

Date Submitted: Fri, 01 Oct 2021 22:11:30 GMT

Viewing: COMS 184 : Social Media and Public Relations

Last edit: Fri, 01 Oct 2021 22:11:29 GMT

Changes proposed by: Cheng Hong (223009410)

Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Cheng Hong	c.hong@csus.edu	916-278-6688

Catalog Title:

Social Media and Public Relations

Class Schedule Title:

Social Media/Public Relations

Academic Group: (College)

ALS - Arts & Letters

Academic Organization: (Department)

Communication Studies

Will this course be offered through the College of Continuing Education (CCE)?

No

Catalog Year Effective:

Fall 2022 (2022/2023 Catalog)

Subject Area: (prefix)

COMS - Communication Studies

Catalog Number: (course number)

184

Course ID: (For administrative use only.)

TBD

Units:

3

Is the primary purpose of this change to update the term typically offered or the enforcement of prerequisites at registration?

No

In what term(s) will this course typically be offered?

Fall, Spring

Does this course require a room for its final exam?

No, final exam does not require a room

Does this course replace an existing experimental course?

No

This course complies with the credit hour policy:

Yes

Justification for course proposal:

This proposed class prepares students with knowledge and experiences regarding public relations strategies on different social media platforms. The knowledge and skills developed through this class are necessary for communication and public relations students to fully adapt to the increasingly-changed digital world and brand communication profession.

Course Description: (Not to exceed 80 words and language should conform to catalog copy.)

Examine and apply public relations principles and strategies to research, plan, execute, and evaluate social media management on different platforms. Through discussion, simulation projects, and certificate education, students explore brand communication strategies with different social media tools, social media policy, influencer marketing, employee advocacy, crisis social media, and social media measurement.

Are one or more field trips required with this course?

No

Fee Course?

No

Is this course designated as Service Learning?

No

Does this course require safety training?

No

Does this course require personal protective equipment (PPE)?

No

Does this course have prerequisites?

Yes

Prerequisite:

COMS 118 Survey of Public Relations

Prerequisites Enforced at Registration?

Yes

Does this course have corequisites?

No

Graded:

Letter

Approval required for enrollment?

No Approval Required

Course Component(s) and Classification(s):

Discussion

Discussion Classification

CS#02 - Lecture/Discussion (K-factor=1WTU per unit)

Discussion Units

3

Is this a paired course?

No

Is this course crosslisted?

No

Can this course be repeated for credit?

No

Can the course be taken for credit more than once during the same term?

No

Description of the Expected Learning Outcomes: Describe outcomes using the following format: "Students will be able to: 1), 2), etc."

- 1) Describe how various social media platforms can be used by organizations to build and maintain relationships with stakeholders
- 2) Identify key performance indicators to evaluate social media strategy success
- 3) Distinguish the features of different social media platforms
- 4) Explain how existing mass communication and public relations theories can be used to inform social media management process
- 5) Develop research-based social media strategies to reach target audiences and achieve stated objectives

Attach a list of the required/recommended course readings and activities:

**required:recommended course readings and activities.docx

Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above.

1. Individual Assignment (25%) – Course Objective 1, 2, 3
2. Professional Certification in Social Media Analytics (15%) – Course Objective 5, 6
3. Exam (30%): one mid-term exam (15%) and one non-cumulative final exam (15%) based on instructors' lectures, assigned readings, class activities and discussions. – Course Objective 1, 2, 3, 4
4. Social Media Simulation (30%): – Learning Outcome 1, 2, 3

For whom is this course being developed?

Majors in the Dept

Minors in the Dept

Is this course required in a degree program (major, minor, graduate degree, certificate?)

No

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?

No

Will there be any departments affected by this proposed course?

No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
Personal and social responsibility
Intellectual and practical skills

Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

GE Course and GE Goal(s)

Is this a General Education (GE) course or is it being considered for GE?

No

Please attach any additional files not requested above:

** Revised_Full syllabus.docx

Reviewer Comments:

Jacqueline Irwin (irwin) (Fri, 20 Aug 2021 17:24:15 GMT): Rollback: Full syllabus is required for approval.

Jacqueline Irwin (irwin) (Mon, 23 Aug 2021 17:29:25 GMT): Rollback: Edits from the dept curriculum committee. See email from committee chair.

Torsa Ghosal (torsa.ghosal) (Wed, 15 Sep 2021 19:00:18 GMT): We suggest: 1. The department adds a course number that clarifies the level of the course 2. The learning outcomes are streamlined. We prefer that each ELO begins with a single action verb (and verb should be in keeping with the level of the course). We also suggest the learning outcomes to be fewer in number. Please try to phrase them in a general way, so that other instructors can also possibly teach the course. 3. Once you revise the proposal, revise the syllabus accordingly. Also, consult the latest syllabus policy. 4. Describe assessment strategies in broad, generic ways. Once again, please keep in mind that an approved course may be taught by other faculty and over many years. So, the description of learning and assessments cannot be too specific.

Alyson Buckman (abuckman) (Wed, 22 Sep 2021 22:47:41 GMT): Rollback: Dear Cheng,

Key: 14550