

Course Outline for: COMM 1450 Social Media and Digital Communication

A. Course Description

1. Number of Credits: 3
2. Lecture Hours per week: 3
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: Goal #5 History & the Social & Behavioral Sciences

The primary purpose of this course is to provide students with a fundamental understanding of the communicative impact of social media. Students will be introduced to the general concept of what social media is, its impact on society, and the influence that mediated communication has on the development of identity and relationships with others.

B. Date last reviewed/updated: May 2023

C. Outline of Major Content Areas

1. Origins and history of digitally mediated communication and social media
2. Impact of current communication technologies on our understanding of communication as a social phenomenon
3. Ability to sort and separate information on digital platforms as part of a larger framework on information literacy and source credibility
4. Different types and forms of social media
5. Social media content strategies
6. Impacts of social media on communication and relationships
7. Implications of mediated technology on image development/maintenance
8. Impact of using social media in professional and social contexts

D. Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

1. Recognize how current digital communication and social media technologies have evolved into their current state. (Goal 2a, 5a, 5b)
2. Explain the impact of communication technology and social media on current communication practices. (Goal 2c, 5a, 5d)
3. Identify, categorize, and assess the different types of social media platforms/technologies. (Goal 5b)
4. Compare and contrast social media content strategies. (Goal 5c, 5d)
5. Analyze the impacts social media has on communication and relational development. (Goal 2c, 5a, 5b)

6. Examine the impacts social media has on identity development and image management. (Goal 2d, 5a, 5b, 5c)
7. Explain the impact of using social media in professional and social contexts. (Goal, 5a, 5b)

E. Methods for Assessing Student Learning

Methods for assessment may include, but are not limited to, the following:

1. Quizzes
2. Journals
3. Application Papers
4. Case Studies
5. Group Assignments
6. Experiential Activities
7. Discussion Boards
8. Service Learning
9. Film Analysis
10. Presentations
11. Research Papers

F. Special Information

None