



K-12
TEXAS TECH

Social Media Marketing v8.0 – Syllabus

Course Name

SMEDMKTG

Social Media Marketing v8.0

Course Information

SMEDMKTG is a one-semester course.

This course won't teach you how to use Facebook, the proper way to use a hashtag, or how to get more Instagram followers. What this course will teach you is that the world of Social Media revolves around you—your actions, your decisions, and your interests. You will examine how Social Media has evolved. You will understand how you can find authenticity and truth within an online world where you can "be" anyone. And you will learn how your digital footprint makes a bigger impression than your physical one. You will also discover that your voice is important. You're not only a reader—you're a writer. You don't just follow the news—you report it as a citizen journalist. And you don't just gather information—you crowdsource it. The future of Social Media is yours to define...so how will you use it to make a difference?

Course Delivery Method

Online

Contacting Your Instructor

You may contact your instructor using your Canvas Inbox. Technical support is available 24/7 at [TTU K-12](#).

Course Topics

After completing this course, the students should have increased knowledge of

- definition and evolution of social media
- types and purposes of social media platforms
- social media's psychological impacts

- understanding social media metrics and algorithms
- digital citizenship, ethics, security, and safety
- combating cyberbullying and practicing social media etiquette
- principles of effective communication and conflict resolution
- analyzing and evaluating social media content
- strategies for source credibility and information verification
- persuasion techniques and bias analysis in social media
- engaging with opposing viewpoints
- crafting tailored and structured arguments for social media
- use of visuals and concise language in social media posts
- careers in social media
- networking and academic/professional development using social media
- social media's role in advocacy and driving change
- adapting tone, grammar, and clarity in online communication
- techniques for effectively engaging audiences
- branding and marketing for social media

Textbook and Materials

No textbooks required. All content is within Canvas.

Materials

- Disk space on your computer and/or an external device to back up your files (flash drive, external hard drive, etc.)
- Word processing program (Microsoft Word or similar)

Technical Requirements

- Internet access – preferably high speed (for accessing Canvas)
- browser (we recommend Chrome)
- supported browser plugins and settings

The following plugins and settings may be required to use our courses.

 - JavaScript enabled
 - Cookies enabled
 - Java installed
- Email
- Printing capabilities
- Adobe Reader (download from [Adobe](#))
- Audio and video capabilities (for watching/listening to course content)
- PDF app (free options available)

Technical Skill Requirements

Be comfortable with the following:

- accessing online learning materials via Canvas
- Internet search engines and browsers (we recommend Chrome)
- uploading assignments into Canvas (there will be instructions for uploading assignments)

Course Pacing

This course is designed to be completed in 18 weeks.

- Print this guide and use a calendar to fill in your goal dates for completing each Module.
- Note that you must have a grade of 70 or above on a Discussion-Based Assessment (DBA) in order to continue moving forward in the course. DBAs occur every other lesson.
- To achieve success, students are expected to submit work in each course weekly.
- Students can learn at their own pace; however, "any pace" still means that students must make progress in the course every week.
- Post the pace guide in a place where you and your Parent or Guardian will see it every day (on the refrigerator or next to the computer). Give yourself a check every time you complete a task, and celebrate your efforts!

Weeks	Lessons	Due Date (you write this in)
1	Checkpoint 1 01.00 Behind the Screens Pretest 01.01 Social Media: A Brief But Eventful History	
2	01.02 Your Brain on Social Media 01.03 Follow the Leader	
3	01.04 Drawing a Digital Line	
4	*01.05 Digital Demeanor	

Weeks	Lessons	Due Date (you write this in)
5	02.00 Social Media Savvy Introduction 02.01 What's the Big Idea?	
6	02.03 Certificate of Authenticity Please 02.04 The Social Media Persuasion Playbook	
7	02.05 Spot the Spin *02.06 Whose Side Are You On? Checkpoint 2	
8	03.00 Wired to Inspire Introduction 03.01 Becoming a Social Media Boss	
9	03.02 The Social Circuit 03.03 Making a Change	
10	03.04 Polished Posts	
11	*03.05 Lights, Camera, Engagement	
12	04.00 The Me in Social Media Introduction 04.01 Are You Talking to Me?	
13	04.03 Visual Vibes 04.04 Digital Diction	
14	04.05 Brand You	
15	Checkpoint 3 *04.06 Unveiling Your Online Self	
16	*Final Exam	
17	Floating Vacation Week	
18	Floating Vacation Week	

Course Credit

Your grade will be calculated as follows:

- formative assessments (50%)

- summative assessments (20%)
- summative final exam (30%)

Assignments are labeled as “summative” or “formative” under Grades in Canvas.

Course Completion and Extensions

- Students may not complete the course in less than 30 days.
- All courses expire 180 days after the enrollment date.

Academic Integrity

It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable to serious consequences, possibly suspension.

“Scholastic dishonesty” includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act.

Artificial Intelligence (AI) Use Policy

This policy covers any generative AI tool, such as ChatGTP, Elicit, Photo Math, etc. This includes text and artwork/graphics/video/audio, etc.

All work submitted in this course must be your own. You may not use artificial intelligence tools to complete your assignments in this course.

If an instructor suspects that an assignment is not the work of the student, it will receive a score of zero. The instructor will message the student or provide feedback on the assignment indicating the need to schedule a one-on-one video conference, during which the student will be required to demonstrate their skills or knowledge through an alternative or mutually agreed-upon assignment. The grade of the alternate or agreed upon assignment will be determined at the instructor’s discretion with the highest possible score being 70%.

If it is determined that a student has violated final exam directions on Final Exam A or CBE Set 1, the exam will be scored as zero. The student may take Final Exam B or CBE Set 2 with the highest possible score being 70%.

The incident will be reported to Texas Tech K-12 Administration and documented in the student’s file. Continued violations of Texas Tech University’s Academic Integrity Policy will result in the removal of the student from the program.

Student/Parent Expectations

You will be expected to log into the Canvas course regularly to be aware of possible announcements/reminders and to pace your student's progress in the course.

The following are prohibited while using the Canvas interface:

- spamming;
- hacking; and
- using TTU or Canvas email for commercial purposes;

Inappropriate behavior shall result in consequences ranging from a request to correct the problem, to removal from the course or even the university, depending on the severity of the behavior. Disciplinary actions will be taken according to the TTU K-12 Student Handbook.

Communication

- You can expect a reply from your instructor within 2 business days.
- Use the Canvas Inbox for sending messages to your instructor.

Submitting Assignments

You will submit all assignments through Canvas, rather than by mail or email.

Technical Difficulties

Getting Help

For student assistance with Canvas, visit [TTU K-12 Support](#).

Computer Problems

A working computer is necessary for online coursework. Computer problems will not be accepted as a valid reason for failure to complete course activities within the allotted time frame. Identify a second computer, before the course begins, that you can use if you experience computer problems.

Server Problems

When the Canvas server needs to be taken down for maintenance, the Canvas administrator will post an announcement in your course informing you of the time and date. If the server experiences unforeseen problems, your course instructor will notify you.

Lost or Corrupted Files

You must keep/save a copy of every project/assignment on an external disk or personal computer. In the event of any kind of technology failure (e.g., Canvas server crash or

virus infection, students' own computer problems, loss of files in cyberspace, etc.) or any disputes, the instructor may request or require you to resubmit the files. In some instances, the instructor may need to open another attempt within Canvas, so communication with your instructor is critical in these circumstances.