This Syllabus/Class Schedule is constantly in development will definitely evolve.
Consider this a draft.

Course Name: JOUR 4980.001/5350.001 Topics in Journalism—Strategic Social Media
Class Meetings: Wednesday, 3:30—6:20 p.m., BLB 010

Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 113 Office phone: 940-565-2167
Cell phone: 214-708-5653 (text any time, include name & class, call if an emergency.)
Office hours: Tuesday 10—11:30 a.m., Wednesday 1:00—2:30 p.m., or by appointment.
E-mail: Samra.Bufkins@unt.edu Twitter: @samjb
A note on accessibility: I try to be available to students but if you text/tweet/email me on a weekend or late at night, don't panic if I don't respond right away. If you need immediate response, call.

Teaching Assistant: Amber M. Freeland
Email: AmberFreeland@my.unt.edu Twitter: @AM_Freeland
Amber doesn't have office hours but tweets her location when she's on campus and available for consultation.

Class hashtag: #UNTJ4980
Class blog: EagleStrategies.blogspot.com Look for login instructions at LEARN.UNT.EDU

Course Description
In a collaborative atmosphere we will explore strategic applications of a variety of social media platforms used for strategic communications and journalism. Students will be challenged to bring new ideas to the classroom while adapting social media tools to traditional communications planning and measurement methods. Students with specific expertise/interests will be encouraged to present to class.

Course Objectives
After taking JOUR 4980/5350, each student will be able to:

• Understand and apply the basic technologies of the most common social media platforms and the strategic uses for those platforms.
• Analyze ethical dilemmas in social media strategic communications case studies.
• Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
• Work ethically in pursuit of truth, accuracy, fairness and diversity.
• Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes in which they work.

Texts
There is no required text for this class.

Recommended:

A list of blogs, websites and other resources will be uploaded to Blackboard for your perusal. Students are encouraged to add to that list as they find useful information to share.

Technical requirements:
- While not mandatory, it is highly recommended that you have access to a smart phone and home Internet access—many assignments require access outside of class time.
- All students must have a LinkedIn profile, must connect with the instructor and TA and each other by February 1. Post your link in the discussion area of LEARN.
- All students will open and maintain a Twitter account and monitor and send “Tweets” to hashtag #untj4980 for discussion and links to supplemental reading material.
- All students will establish a splash page (I recommend About.me) with all social media links and make that available to all students via the discussion area of LEARN.
- Students will follow the instructor, TA and other students in the class and should follow guest speakers, business and media outlets and strategic communications professionals of relevance to the course material in order to enrich the class discussion and learning environment.
- Sharing of relevant articles, blogs, websites and social media resources is expected in order to stimulate dialogue with a diverse community in and outside of class.
- Twitter activity will count as a percentage of your class participation grade—those who do not initiate at least one course-related Tweet per week will see their grade reduced.
- Students must maintain and use BlackBoard LEARN to access course materials and required supplemental readings, and regularly access e-mail through BlackBoard and UNT.

Classroom protocol. Class meetings will consist of a combination of lecture, guest speakers, discussion, case study analysis and group exercises. Participation in class discussion is mandatory and expected to be provocative, but must be conducted in an environment of respect and tolerance for differing perspectives, cultures, backgrounds, skill levels and opinions. I retain my nonnegotiable right to evaluate your in-class performance and ask anyone to leave if they are disruptive or their inattention is disruptive. This includes sleeping in class, working crossword puzzles, playing on Facebook or other platforms, working on assignments for other classes, muttering and talking in class, talking back, and disrespectful and/or inappropriate comments directed at the instructor or other students.

ATTENDANCE, PREPARATION AND PARTICIPATION POLICY
You are expected to attend and participate in each class meeting, complete all assignments on time in the proper format and participate in all online and social media activities as assigned. I may periodically give quizzes covering the week’s readings, speaker presentations, class discussions and current events—these will occur in the first 10 minutes of class. Be there. I take roll in writing at the beginning of each class.
- Journalism faculty have the discretion to drop any student who misses the first class meeting without prior notice.
- One absence is the limit without penalty toward your final grade, unless you have communicated with me, in writing, from the beginning about an extraordinary problem (like you’re planning to be on life support). This class meets once a week, so if you miss, you’ve missed a full week of class.
- The second absence will result in 10 points taken off your final course grade, with 10 points deducted for each subsequent absence.
- After the third absence I reserve the right to drop you from the class if I do not see sufficient evidence that you are taking the class seriously and making an effort to complete all work.
- If you are absent you are still responsible for submitting your assignment on time. If you need to leave the classroom for any reason during an exam you will not be re-admitted to the classroom, and your exam will be graded accordingly.
Communication: Communicating with students using the UNT student email account is part of the university's contract with students. Official course-related electronic communication with students in this class will be through the students' myunt accounts rather than personal email accounts.

That said, we will be using many other means of communications in this class including, but not limited to, blogs, Facebook, Twitter, LinkedIn and other social networking platforms.

Description of Assignments
A NOTE ON RESEARCH SOURCES: Answers.com, Ask Yahoo!, Quora, Wikipedia and similar, unverified, user-generated sites are not acceptable research sources, although they are often good places to start looking for ideas. Don't be lazy and quote the first one or two things that pop up on Google. Use of Google Scholar is fine. Use the library resources available to you—you paid for them—and your research will be more meaningful to you and your clients and will most likely result in a better grade. Do not depend solely on Internet research, even though this is a social media class.

Evaluation (grad students, see addendum)

<table>
<thead>
<tr>
<th>Evaluation Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Exercises and assignments</td>
<td>35%</td>
</tr>
<tr>
<td>Postings to class blog (bi-weekly minimum, grad students weekly)</td>
<td>15%</td>
</tr>
<tr>
<td>Book Review</td>
<td>10%</td>
</tr>
<tr>
<td>Class participation and online engagement</td>
<td>15%</td>
</tr>
<tr>
<td>Group activities</td>
<td>10%</td>
</tr>
<tr>
<td>Exam and quizzes</td>
<td>10%</td>
</tr>
</tbody>
</table>

Grading System for 4210 (grad students see addendum)

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A (outstanding)</td>
<td>90%</td>
</tr>
<tr>
<td>B (excellent)</td>
<td>80% -- 89%</td>
</tr>
<tr>
<td>C (satisfactory)</td>
<td>70% -- 79%</td>
</tr>
<tr>
<td>D (unsatisfactory)</td>
<td>60% -- 69%</td>
</tr>
<tr>
<td>F (failing)</td>
<td>Lower than 60%</td>
</tr>
</tbody>
</table>

Activities/Assignments/Assessments
- Individual Exercises—**subject to change** if something new comes along
  - #1 Online personal profile of one classmate and your instructor—see class handout.
  - #2 Twitter assignment—see class handout
  - #3 One-page bullet summary of each guest speaker’s presentation, due before the beginning of the next class period.
  - #4 Minimum of eight posts to class Facebook page, dates TBA
  - #5 Social media monitoring project—small group project, date TBA (in March)
  - #6 Weekly Paper.Li or other social media aggregator of your choice
  - #7 Storify
  - #8 LinkedIn profile—due by next class period
  - #9 Minimum of four Tweetchats by May 3—see class handout & online content folder.
  - #10—TBA (or your choice)

- Class blog—Write about new elements, uses, issues, platforms or channels of social media (NOT discussed in class) as you discover them, including an analysis of what strategic applications you see for it OR if you think it's useless. Comment on other postings. Post any time, as long as you do it at least once during your assigned two week window (grad students post weekly) beginning Sunday January 20 and ending Sunday April 21. **See Blackboard for specific dates.**

  *Graduate students must post weekly. All blogs are due at 11:59 p.m. on Sunday. Whenever you post, Tweet the link to that post using the #untj4980 hashtag.
• **Book Review** I will post a list of books, you will choose one, read it and write a review of the book which you’ll post in the class Wiki. Specific dates TBA. (Graduate students will present their book review to the class.)

• **Class participation and online engagement**—Showing up and contributing to the conversation in class and online. This includes your weekly Twitter activity, participating in a minimum of one Tweetchat per month (4 total—provide me with screenshots of your Tweets), commenting on blogs—preferably professionals’ blogs, not just your classmates’ blogs, sharing links via Twitter, and any other activities we think of. Part of this will be documented through your bi-weekly personal analytics report, which should include a list (or better yet, links) of all blogs you commented on.

• **Group Activities**—As a class and in small groups you will participate in SM-driven activities.

• **Exam, quizzes, etc.** Yep, gotta do it. Will mainly cover terminology, but will also include elements of communications planning and other concepts introduced in class, including information provided by guest speakers (including graduate student presentations).

**Electronic Device Policy**

Most faculty prefer to limit the use of electronic devices in classes, but it would be counterproductive and hypocritical to enforce that rule in this class. Please refrain from any texting, tweeting, surfing, shopping, Googling, or whatever that is not related to this course material. The Twitter feed will be displayed on the screen at all times. Be considerate of your classmates and all guest speakers. Live Tweeting relevant class discussions or speaker quotes (with the class hashtag) is encouraged, but let’s not be excessive about it. I do reserve the right to ask you to leave if you are using this class time to work on projects for another class. I also don’t mind if you eat or drink in the classroom, but be considerate of others, pick up and dispose of your trash properly, and try not to stink up the place.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading/Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Getting organized, finding the classroom, reviewing the syllabus, getting everybody up to speed on the basics, History of social media.</td>
<td>Spend this time getting all your online stuff set up and posting the links on Blackboard. Group A blog posts due by 11:59 p.m. Sunday, 1/20 (Grad students due weekly)</td>
</tr>
<tr>
<td>2</td>
<td>Icebreaker exercise presentations. Getting up to speed on the technical platforms. <strong>Bring a wi-fi enabled laptop or tablet, or notify me you need one.</strong></td>
<td>Ice Breaker Exercise—Two items due—see handout. Splash page with all your current links due Wednesday 1/23—post in Blackboard Discussions Group B blog posts due by 11:59 p.m. Sunday 1/27 (Grad students due weekly)</td>
</tr>
<tr>
<td>3</td>
<td>More technical demos—bring your wifi enabled tool of choice.</td>
<td>Group A blog posts due at the end of the week.</td>
</tr>
<tr>
<td>4</td>
<td>Communications Planning—aligning social media to organizational goals</td>
<td>Read links uploaded to Blackboard</td>
</tr>
<tr>
<td>5</td>
<td>Guest speaker—SEO, Social Search, and the evolution of searching for brands and journalists</td>
<td>Tweetchat #1 due Friday 2/15 11:59 p.m.</td>
</tr>
<tr>
<td>6</td>
<td>Guest Speakers: Content creation and mind-mapping and Reddit’s value as a journalism tool.</td>
<td>Keep tweeting—post your book choice on the Blackboard discussion section.</td>
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<tr>
<td>7</td>
<td>Case studies from social media</td>
<td>Read links posted on BB</td>
</tr>
<tr>
<td>8</td>
<td>Social location marketing &amp; the evolution of social search for brands.</td>
<td>Tweetchat #2 due March 8 11:59 p.m.</td>
</tr>
<tr>
<td>9</td>
<td>Spring Break</td>
<td>Keep Tweeting</td>
</tr>
<tr>
<td>10</td>
<td>Social media audit and analytical analysis</td>
<td>Storify project uploaded to BB. Work on World Tweetathon analysis</td>
</tr>
<tr>
<td>11</td>
<td>World Tweetathon analytics results. Catch up/cleanup</td>
<td>TBA</td>
</tr>
<tr>
<td>12</td>
<td>Influencer campaigns</td>
<td>Tweetchat #3 due Friday 4/5 11:59 p.m.</td>
</tr>
<tr>
<td>13</td>
<td>Book reviews/discussion.</td>
<td>Book Reviews due at the beginning of class. Grad student presentations to class</td>
</tr>
<tr>
<td>14</td>
<td>Book reviews/discussion</td>
<td>Tweetchat #4 due Friday 4/17 11:59 p.m.</td>
</tr>
<tr>
<td>15</td>
<td>Guest Speaker: Social Media Delivered, including LinkedIn</td>
<td></td>
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<tr>
<td>16</td>
<td>Wrap up—we’ve just scratched the surface of the surface.</td>
<td>Review for exam</td>
</tr>
<tr>
<td>17</td>
<td>Final exam week</td>
<td>Final Exam—terminology and concepts</td>
</tr>
</tbody>
</table>
The Fine Print

JOURNALISM REQUIREMENTS & GUIDELINES

Journalism Course Registration
1. The Mayborn School of Journalism, in conjunction with the Registrar’s Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program; thus, we are unable to maintain the traditional waiting list as has been done previously.

2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven’t taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.

3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses. Pre-majors must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

Re-taking Failed Courses
Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Disability Accommodation
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

SETE
The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. Prompt completion of the SETE will mean earlier access to final semester grades. You’re a critical part of our growth and success. We look forward to your input through SETE.

Academic Integrity (Cheating)
Mayborn School of Journalism Academic Integrity Policy
The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic
dishonesty to the Office for Academic Integrity for investigation. **If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism.** The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

I have zero tolerance for cheating, and will not hesitate to file a report with the Office of Academic Integrity for any instance of suspected cheating including plagiarism, dual submission of work (work you submitted for another class) or falsifying research (including lying about personally interviewing sources or clients).

When you submit work for this class it is the same as making a statement that you have produced the work yourself, in its entirety, specifically for this class and no other class. Plagiarism, fabrication, copyright infringement, and similar uses of other people’s work and ideas are unacceptable and in most instances illegal. **All assignments and blogs in this class are to be submitted via Turnitin unless otherwise specified. There are no exceptions. Anything not submitted via Turnitin will receive a grade of 0 (zero). Turnitin is also set to lock out late submissions.**

Plagiarism, in a nutshell, is using other people’s written words as your own, including copying from your client’s website or other published materials. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include complete citations when using other people’s writing, because plagiarism is a serious offense in any discipline, especially in journalism. It’s a firing offense in the professional world, and can keep you from graduating.

**For this class, copying from your client’s website and other materials is plagiarism.** While there are rare situations in which you must copy verbatim (organizational mission statements, for example), **DO NOT ASSUME BECAUSE YOU HAVE THE CLIENT’S PERMISSION SUCH COPYING IS ACCEPTABLE FOR THIS CLASS.** This is primarily a writing class, not a “copy, paste, attribute” class. If you are in doubt or have a question contact me immediately. It is better to ask for clarification than to find yourself dealing with an academic integrity issue that will go on your permanent academic record.

Quoting large chunks of text, even with attribution, in assignments or blog posts is unacceptable in an academic environment. This is a WRITING class and you are expected to provide critical analysis in your blog posts and other assignments, not copy, paste and attribute. Rewrite source material in your own words.

Submitting previously published work and/or work submitted for other classes (whether or not it was graded) is strictly prohibited by university policy. All work submitted for this class is to be original work created by you for this class only.

**Citation of online sources must follow the format from the Purdue Online Writing Lab, [http://owl.english.purdue.edu/owl/resource/560/10/](http://owl.english.purdue.edu/owl/resource/560/10/) and must be complete. Raw links will not be accepted as citations or bibliography entries.**

**Final Note**

I come across as a tough old broad but it’s because I’m trying to prepare you for the intensely competitive career you’ve chosen. I’m here to help you, and I care deeply about all my students. I have 23 years of professional PR experience and many professional contacts in the industry. Come see me in my office any time, about anything, and if I can help, I will. If you can’t meet me in my office, I will meet with you at a mutually convenient time and location. My ultimate goal is to see you succeed in class, in life, and to inspire you to greatness.

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