



Morton College Course Syllabus

Discipline/Program: OMT **Prepared by:** Catherine Stukel

Dean: Mr. Siddiqi **Date:** January 6, 2011

Course Title: Social Networking for Business

Course prefix & number: OMT248

Credit Hours: 3 **Lecture Hours:** 3 **Laboratory/Clinical Hours:** _____
Ratio to Credit Hours _____

Prerequisites:

The student must be a regular user of the internet

Catalog Course Description:

In this course students will study how social networks formed and how to use them for business. The students will work with social networking applications to learn how to grow and expand their potential client base, how to follow others, and networking in second life/virtual world. Topics of advertising, video making, creating groups, wikis, and social bookmarking will be covered.

Instructor Information:

Name: Catherine Stukel

Office Location: 329b

Hours & Days of Office Hours: Tuesday/Thursday 1-3pm; Saturday 8-9am

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Course Objectives/Learning Outcomes:

It is expected that students will spend a minimum of two hours of outside study for each hour in class in order to meet the course objectives.

1. Define social networking and its role in the business community.
2. Measure growth in social networking's public following.
3. Navigate the social networking interface.
4. Share videos, pictures, thoughts, and promotions with your social networking accounts.
5. Navigate thru social networking groups, networks and fan pages.
6. Monitor the accuracy of your privacy settings.

I. Resources:

A. Required textbook(s)/workbook(s):

As assigned

B. Supplementary texts and materials:

The student must have a cell phone with texting capabilities.

C. Other resources:

II. Instructional Methods: Check the instructional methods utilized to attain the course objectives.

- | | |
|---|--|
| <input checked="" type="checkbox"/> Lecture | <input checked="" type="checkbox"/> Discussion |
| <input checked="" type="checkbox"/> Lecture/demonstration | <input type="checkbox"/> Laboratory |
| <input type="checkbox"/> Clinical lab | <input type="checkbox"/> Independent study |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Small group work |

Other:

Group participation

III. Evaluation: Check the evaluation methods utilized to monitor progress toward attainment of course objectives.

- | | |
|--|--|
| <input checked="" type="checkbox"/> Quizzes | <input checked="" type="checkbox"/> Exams/tests |
| <input type="checkbox"/> Mid-term exam | <input checked="" type="checkbox"/> Skills assessments |
| <input type="checkbox"/> Laboratory reports | <input type="checkbox"/> Journals |
| <input checked="" type="checkbox"/> Projects | <input type="checkbox"/> Clinical progress reports |

- Presentations
- Portfolios

Written assignments

Other:

IV. Final Evaluation: Check the instructional methods utilized to attain the course objectives.

- Final examination (written)
- Final examination (oral)
- Final exam (clinical/laboratory)
- Final test (skills)

- Course projects
- Term papers
- Portfolio
- Clinical evaluation

Other:

V. Grading:

Social Networking test 25%

Facebook test 25%

Twitter and LinkedIn test 25%

Final exam 25%

VI. Class Requirements/Attendance Policy:

Class Attendance Regulations

The Morton College attendance policy is stated in the “Academic Regulations” section of the College Catalog under the subheading “Class Attendance”. In this course, the following shall apply:

1. Students are expected to be present at every class session, prepared to participate fully in all activities of the class, and to stay until the end of the class session.

2. Definition of an absence as “excused” or “un-excused” shall be at the instructor’s discretion. If the instructor has not been notified before the missed class, an absence will be considered un-excused.

3. Following an excused absence, students are expected to arrange with the instructor for immediate make-up of missed assignments and to acquire the knowledge presented during the missed class sessions(s) through outside reading and study.

4. Attendance is considered in your course grade. More than two un-excused absences may result in a low final course grade. If after three consecutive absences or four non-consecutive absences you do not immediately notify the instructor of your intent to pursue the class, an administrative withdrawal may be filed. However, due to the time limitations in this course, it may not be possible to notify the student or to process a withdrawal. If you do not attend and do not withdraw from the course, you may receive a final grade of E on your report card; and this grade will remain on your transcript and will be used to calculate your Grade Point Average. Do not jeopardize your future job credentials. Please notify your instructor immediately if you cannot attend class for any reason.

VII. Make-ups: Policy and procedures for missed classes, evaluations, etc.

No make up exams/quizzes/tests will be administered for a student who does not have an excused absence for that class period.

- Class work and homework will only be accepted late when the absence is excused.

- Class work and homework will not be accepted if the absence is un-excused

VIII. Safety Guidelines:

The following rules and procedures must be observed at all times for the safety of all students in the class:

1. When the evacuation alarm sounds, pick up your personal belongings and walk quickly to the nearest exit. Follow the directions given by your instructor and observe the emergency evacuation signs posted at the classroom exit(s).

2. Report an accident or injury to the instructor immediately.

3. Smoking is not permitted in any Morton College building.

4. Food and beverages are not permitted in the computer lab.
5. Keep aisles clear of books, coats, and other personal belongings.
6. Do not tip your chair, it can be dangerous.
7. Report damaged equipment to the instructor immediately.
8. Observe and proceed cautiously around electrical wires and connections for equipment.
9. Keep hands, hair, jewelry, and clothing out of equipment.
10. Notify the instructor and the Campus Safety Office if you require assistance in the event of an emergency evacuation.

IX. Student Conduct and Behavior:

Each student is responsible for adhering to the Code of Student Conduct as stated in the college catalog

Course Outline:

Topic

Emphasis

I. Topical Outline and Calendar

Week one	History, power, hazards of social networking
Week two	Set up FB and Fan Page
Week three	Security settings.
Week four	Groupon, and Living Social
Week five	How advertise and market your page.
Week six	Set up and configure your twitter page, understand the massive impact of tweeting.
Week seven	Linking twitter to your cell phone, work with privacy issues and search for people and companies.
Week eight	Follow
Week nine	Gain a following
Week ten	Understand a virtual world and its relevance in today's society
Week eleven	Understanding memes
Week twelve	Social bookmarking
Week thirteen	Video podcasting with FB
Week fourteen	Twit Pic for Twitter
Week fifteen	LinkedIn
Week Sixteen	LinkedIn
Week Seventeen	Comprehensive Final exam