



Social Media: Creating Content Undergraduate Course Information Guide

Course Number: CCA 249, 2 credits, 5 Weeks
Delivery Formats: Online Async

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Course Description

In this class students will learn about many of the various social media platforms (Facebook, Twitter, TikTok, Instagram, Reddit, etc) and how to create content that succeeds on each platform. Students will examine how brands and organizations use social media, learn how to create content for specific audiences, discuss how influencers and brand partnerships exist in the social media ecosystem, learn how to creatively repurpose content over a series of posts, and participate in content workshoping with their peers. The second half of this course puts the students in the shoes of a social media team where they will submit a final presentation that showcases their work.

Learning Outcomes

After completing this course, you will be able to:

- Create written, visual, and video content for various social media platforms.
- Identify platform-specific content best practices.
- Identify and utilize content creation tools.
- Iterate on social media content based on peer feedback.
- Give actionable, precise, and relevant feedback on creative work.

Learning Strategies and Resources

Students in this course will read articles, watch lectures created by the instructor, participate in online discussions, workshop content, iterate on creative work based on feedback, and create social media content to demonstrate their learning.

Required Readings

Readings available on Electronic Reserve, at the [DePaul Library](#). Login to Ares Course Reserves and select the course. Log in using your Campus Connect User ID and password. You will then get a page listing the courses in which you're enrolled that have readings posted in Ares. Click on the title of this course and the list of our electronic reserve readings will be displayed.

Learning Deliverables

The Social Media Project begins with a project pitch and is developed through the course culminating in a showcase demonstration and process reflection.

Assessment of Student Learning

Distribution of Grade Points

Graded Assignments	Percentage of Final Grade
Online Discussions	50%
Final Project Pitch	10%
Final Project Showcase Draft	15%
Final Project Showcase	15%
Final Project Reflection	10%

Grading Scale

A = 95 to 100	A- = 91 to 94	B+ = 88 to 90
B = 85 to 87	B- = 81 to 84	C+ = 77 to 80
C = 73 to 76	C- = 69 to 72	D+ = 65 to 68
D = 61 to 64	F = 60 or below	INC

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Course Schedule

Week or Module Title or Theme	Readings / Learning Activities	Graded Assignments
Week 1:	Content Idea Cheat Sheet (Hootsuite) Optional: Social Media Demographics Optional: What is Metadata? Videos: Lecture: Social Media Content & Audiences Lecture: Final Project Explanation	Types of Content Discussion Introduction & Initiatives Discussion Final Project Pitch
Week 2:	Understanding Image Copyright Optional: How to use Canva Videos: Lecture: Messaging Matrices Lecture: Memes	Workshop: Visual Content Visual Feedback Discussion Workshop: Written Content Feedback Discussion
Week 3:	Optional: Panopto Help for Students Videos: TikTok Explained: A Crash Course on Viral Video Lecture: Editing Tools	Revise & Recycle Discussion Workshop: Video Content Feedback Discussion
Week 4:	Targeting College Populations Optional: We Post It U Reddit Exploring the Potential of Reddit for Health Interventions Videos:	Tumblr, TikTok, reddit, & LinkedIn Discussion Workshop: Final Showcase Draft Feedback Discussion

	Lecture: Niche Networks Lecture: Hashtags	
Week 5:	Videos: Lecture: Final Showcase Reminders	Final Project Showcase Final Project Reflection

Course Policies

For access to all SCPS and DePaul University academic policies, refer to the following links:

[SCPS Student Resources Website](#)

[DePaul Student Handbook](#)

The [D2L Course Website](#) for this course.

Course Syllabus

The official syllabus for this course that includes course dates, instructor information and quarter specific details will be provided by the course instructor by the start of the course and available on the course D2L website.

Course Registration

To find out when this course will be offered next, you can go to the [SCPS Registration website](#) for details on how to register for the course.

For information on how this course can apply to your program, contact your academic advisor.

School of Continuing and Professional Studies

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