1.0 Course Description

Social media provide new opportunities for organizations to build relationships and to engage audiences as co-creators through the strategic use of relevant platforms to achieve a range of social and persuasive communication goals. Students will study communication theory, promotional genres, and social media to understand the principles, benefits and ethics of these interactive, mobile, and immediate communication forms. This course aims to integrate theory and practice, and students will demonstrate their understanding of course content through their engagement with social media. **Lecture: 2 hours/Lab: 1 hour**

2.0 Course Objectives/Learning Outcomes

- To develop promotional communication strategies that apply rhetorical and social media theory effectively
- To select, design and develop textual, visual and other promotional content
- To demonstrate awareness of ethical approaches to communication in social media contexts
- To build critical thinking skills by analyzing social media communication products in light of relevant theory

3.0 Topics Covered

- 3.1 Theories of media communication
- 3.2 Social and technological contexts of social media tools
- 3.3 Audience analysis and analytics
- 3.4 Rhetoric and media
- 3.5 Persuasive design
- 3.6 Security and ethics in social media contexts
- 3.7 Brand and voice
4.0 Teaching Method

4.1 Lectures & Presentations

Classes will consist of lectures, activities and student presentations. Students will work both individually and collaboratively.

4.2 Graded Assignments

Students will prepare at least four assignments, one or more of which will be connected to a social media campaign. Specific requirements and assignment weighting will be provided by individual instructors.

5.0 Course Materials

5.1 Readings

Readings will be available in electronic form on D2L Brightspace.

6.0 Course Policies

6.1 Students must adhere to university policies; see http://www.ryerson.ca/senate/policies. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #145 Course Management Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada’s Copyright Act which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with Ryerson's Copyright policies and procedures, and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.
6.3 Turnitin.com

By taking this course, students agree that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.

*Please note the following from Policy 145 Course Management Policy:*

4.3.1.2 *Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if an instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.*

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson’s Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the [Courses @ Ryerson Privacy and Security website](#).