

Social Media Navigation ALUM 397 Syllabus Fall 2023

Course Overview:

<u>Welcome Lions!</u> We are pleased to present to you a class tailored for our alumni and staff, which is centered around the dynamic landscape of social media in today's rapidly evolving environment. We plan to host a fun, varied, and fast-paced course.

<u>Lectures:</u> Each week, a different guest lecturer will guide the session focusing on a different aspect of social media. These Zoom lectures will be recorded so that you can go back and watch them at a later time. Many of these lecturers are alums as well!

Online Platform: We will use the university's online learning management system named 'MyLeo Online D2L' as the platform for delivering the course to you. Below, we have provided you with more information on how you can use the system. We encourage you to log on as soon as you can and familiarize yourself with the platform.

<u>Linked In Learning:</u> We know many of you may like to learn more, develop skills, or delve deeper into the subjects presented. Therefore, each week there will be LinkedIn Learning courses and videos available to you to watch at your convenience. These courses will be embedded into each week's course in D2L with the appropriate links to LinkedIn Learning. These are 100% optional and not required.

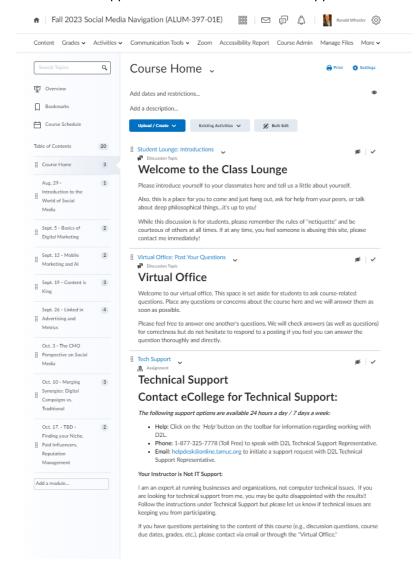
Schedule

Alumni Class - Navigating Social Media		
DATE	SUBJECT	INSTRUCTOR
29-Aug-23	Navigating the Digital Landscape for Maximum Impact	Yazan Kakish
5-Sep-23	Basics of Digital Marketing	Tatiana Chamorro
12-Sep-23	Mobile Marketing and Al	Abhinav Vyas
19-Sep-23	Marketing Campaigns and Canva Creations	Yazan Kakish
26-Sep-23	LinkedIn Advertising and Metrics	Shernay Wormley
3-Oct-23	The CMO Perspective on Social Media	Tracey Altman
10-Oct-23	Merging Synergies: Digital Campaigns vs. Traditional	Laura Lucas
17-Oct-23	Metrics, Niche, Paid Influencers, Reputation Management	Scott Wheeler

Class Basics:

Course Home: The first place to visit in D2L is the section titled 'Course Home'. There you will find:

- Class Lounge: This is the place to briefly introduce yourselves with a short, written description.
- Virtual Office: This is the place to ask questions about course content
- Tech Support: Information on technical support is available here.



<u>Online Decorum</u>: As always, we expect all participants to be respectful of others in their online class communications.

Grades

This course grants one hour of college credit on a pass/fail basis so, we will need some grades. The grades will be based on participation in the online discussion forums. We know that not everyone will be able to participate in all of the classes. There are eight (08) classes and if you participate in the discussion of five (05) out of the eight (08) classes, you pass! There will be no right or wrong answers, only your thoughts. To qualify, you will need to:

- Post a discussion of your views related to that week's content and
- Respond to at least one other post from a fellow classmate
- Do this five (05) times

MyLeo Online (D2L) Frequently Asked Questions

How do I access my myLeo Online (D2L Brightspace) course(s)?

- Go to the student portal at https://leoportal.tamuc.edu/
- Log in
 - Use your CWID and password for students
 - Use lastname/firstname and password for faculty
 - Navigate to "Apps" and select the myLeo Online (D2L Brightspace) icon

Alternative method to access myLeo Online:

- Go to https://myleoonline.tamuc.edu/d2l/login
- Log in
 - Use your CWID and password for students
 - Use lastname/firstname and password for faculty
- Scroll down to the middle of the page to find the My Courses widget

If I am enrolled in a course, why is my course not showing in myLeo Online?

- Check your registration again with the Registrar's office or your myLeo Detailed Schedule to be sure you are registered for the course.
- If you are registered and your course is not showing up under the "My Courses" widget, please email online@tamuc.edu with your CWID and the course you are registered for.

What should I do if I'm experiencing issues with myLeo Online?

- To access D2L support, either use the Support Widget on the myLeo Online home page or go to https://community.brightspace.com/support/s/ and click "Contact Support".
- From here you can call, email, or chat with a support expert 24 hours a day.

What if I have forgotten my CWID and password?

- There are two links out to the side of the CWID and Password entry fields that say "Forgot your password?" and "Forgot your CWID?" Use these to recover your log-in information.
- If you have any difficulty accessing the myLeo Portal, contact IT Support at HelpDesk@tamuc.edu or call (903)468-6000.

Course Leaders:

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