

## Social Media Navigation

### ALUM 397 Syllabus Fall 2023

#### Course Overview:

Welcome Lions! 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.

Lectures: 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.

Linked In Learning: 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 AI	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.

Course Home

Add dates and restrictions...

Add a description...

Upload / Create Existing Activities Bulk Edit

Student Lounge: Introductions

Discussion Topic

### Welcome to the Class Lounge

Please introduce yourself to your classmates here and tell us a little about yourself.

Also, this is a place for you to come and just hang out, ask for help from your peers, or talk about deep philosophical things...it's up to you!

While this discussion is for students, please remember the rules of "netiquette" and be courteous of others at all times. If at any time, you feel someone is abusing this site, please contact me immediately!

Virtual Office: Post Your Questions

Discussion Topic

### Virtual Office

Welcome to our virtual office. This space is set aside for students to ask course-related questions. Place any questions or concerns about the course here and we will answer them as soon as possible.

Please feel free to answer one another's questions. We will check answers (as well as questions) for correctness but do not hesitate to respond to a posting if you feel you can answer the question thoroughly and directly.

Tech Support

Assignment

### Technical Support

#### Contact eCollege for Technical Support:

The following support options are available 24 hours a day / 7 days a week:

- **Help:** Click on the 'Help' button on the toolbar for information regarding working with D2L.
- **Phone:** 1-877-325-7778 (Toll Free) to speak with D2L Technical Support Representative.
- **Email:** [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) to initiate a support request with D2L Technical Support Representative.

Your Instructor is Not IT Support:

I am an expert at running businesses and organizations, not computer technical issues. If you are looking for technical support from me, you may be quite disappointed with the results!! Follow the instructions under Technical Support but please let us know if technical issues are keeping you from participating.

If you have questions pertaining to the content of this course (e.g., discussion questions, course due dates, grades, etc.), please contact via email or through the "Virtual Office."

Online Decorum: 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://myleonline.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](mailto: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](mailto:HelpDesk@tamuc.edu) or call (903)468-6000.

## **Course Leaders:**

**Professor/Instructor:** R. Scott Wheeler, M.B.A. - Dean, College of Business

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**Professor/Instructor:** Yazan Kakish, M.B.A. - Director of Marketing, College of Business

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