Social & Digital Media PRC 513 Detailed Course Outline

Methods of Instruction

Participation. Collaboration. Adhocracy. Network Learning.
Lectures – audio, video and web enabled.
Workshops, Peer to Peer Sessions. Special Events.
Online reading, writing and use of social media applications.

1. **Required Reading** (and other major course materials e.g., required readings)

All students are required to select an RSS reader, create a twitter account and participate in various networking activities (including www.humberpr.ning.com). Subscribe to a substantial number of blogs (10 or more). Develop a twitter search routine to stay on top of trends related to your professional and personal brand. All of the blogs referred to in this course outline are recommended, as well as the various feeds from fellow students, but selections can be made based upon personal aspirations, Public Relations subject matter and business rational. All students should be prepared to discuss current content related to PR trends & their personal brand on an ad hoc basis.

Harvard Business School Case Study:
How Wikipedia Works (or Doesn't)
Sean Silverthorne
Harvard Business School Cases
July 23, 2007
1 page
http://hbswk.hbs.edu/item/5605.html

What is Social Media?
Antony Mayfield, iCrossing, UK
self-published
August 8, 2008
36 Pages
http://www.icrossing.co.uk/fileadmin/uploads/eBooks/What_is_Social_Media_iCrossing_ebook.pdf

PR 2.0: A Communicator's Manifesto
Deirdre Breakenridge
ChangeThis Issue No. 46.03
May 7, 2008
10 pages
http://www.changethis.com/46.03.CommunicatorManifesto

The Brand Called You
Tom Peters
Fast Company
December 18, 2007
5 pages
http://www.fastcompany.com/magazine/10/brandyou.html?page=0%2C0

Unleashing the Ideavirus
Seth Godin
self published - 2000
http://www.sethgodin.com/ideavirus/downloads/IdeavirusReadandShare.pdf
197 pages
Also released in Fast Company in two parts
July 2000
http://www.fastcompany.com/magazine/37/ideavirus.html

Here comes everybody: the power of organizing without organizations
By Clay Shirky
Edition: illustrated
Published by Penguin Group, 2008
ISBN 1594201536, 9781594201530
327 pages
http://books.google.ca/books?id=mafZyckH_bAC

Building a Network Theory of Social Capital
Nan Lin
24 pages
http://www.insna.org/PDF/Connections/v22/1999_I-1-4.pdf

Additional required readings as described below in Course Schedule.

Recommended Reading (optional)

Citizen Marketers: When People Are the Message

Ben McConnell, Jackie Huba
Kaplan Business (December 1, 2006)
ISBN-10: 1419596063, ISBN-13: 978-1419596063
224 pages
http://www.amazon.com/Citizen-Marketers-When-People-Message/dp/1419596063

Understanding Media: The Extensions of Man
Marshall McLuhan
Edition: 2, revised, reprint
Published by Routledge, 2001
ISBN 041525549X, 9780415255493
392 pages
http://books.google.ca/books?id=R2bqSaC5TlkC

The Whuffie Factor: Using the Power of Social Networks to Build Your Business
Tara Hunt
Publisher Random House of Canada, 2009
ISBN 0307409503, 9780307409508
312 pages
http://books.google.ca/books?id=rG-a-Yz_RHgC&dq=The+Whuffie+Factor&client=firefox
-a&source=gbs_navlinks_s

Social Capital: A Theory of Social Structure and Action
By Nan Lin
Edition: illustrated, reprint
Published by Cambridge University Press, 2002
ISBN 052152167X, 9780521521673
292 pages
http://books.google.ca/books?id=fvBzIu5-yuMC&hl=en

Netroots Rising: How a Citizen Army of Bloggers and Online Activists is Changing
American Politics
By Lowell Feld, Nate Wilcox, Markos Moulitsas Zuniga
Contributor Markos Moulitsas Zuniga
Edition: illustrated
Published by Praeger, 2008
Original from the University of Michigan
Digitized 14 Oct 2008
ISBN 0313346607, 9780313346606
197 pages
http://books.google.ca/books?id=m7KGAAAAMAAJ&dq=Netroots

2.   **Non-Textbook Resources**

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(see assignment reading lists)

3. **Evaluation**

5% - Assignment 1: Hot Topic: RSS Reader, Social Bookmarking, twitter search routine & familiarity with content, 1 hot topic blog post, 5 min link share & presentation in-class, post blog link to shared link portfolio. Your blog post for this must be published on the day that you present in class.
Due Date: the day that you present in class.

5% - Assignment 2: "How To" Lab, List and group blog post.
Due Date: Friday, January 22, 6 pm.

5% - Assignment 3: Social Media Application Speed Dating (complete in pairs, blog post, participation in Lab.
Due Date: SocAppReview Post must be up before coming to class Jan. 27th.

10% - Assignment 4: Personal Brand Plan (1 blog post, including slideshare). See group for more details.
Due Date: First draft recommended by Feb. 12. First iteration to be posted with link on 2010 Link Portfolio submitted for marking by Monday, March 1.

20% - Mid-Term Test (To be completed online between 12th and Feb. 26th)
Due Date: Final link to be posted to 2010 Certs Link Portfolio by Feb. 26, 6 pm.

5% - Personal Brand Camp – contribution online & @ event.
Due Date: Links to #pbcamp2 scribblelive contributions must be posted to 2010 Certs Link Portfolio by Feb. 24, 6 pm.

10% - Assignment 5: Corporate Social Media SWOT, POST. 1 group blog post
Due Date: Links to be posted to 2010 Certs Link Portfolio by Mar. 19, 6 pm.

5% - Assignment 6: FutureCamp (online participation, 1 blog post to be made & posted during last hour of FutureCamp).

20% - Personal Brand Evaluation:

http://spreadsheets.google.com/viewform?hl=en_GB&formkey=dHVBU2dmYngwZ3RqYl QwaEptMTk1bEE6MA

- 33% Peer/Crowd Reviewed (method tbd or dropped)
- 33% by mentor.
- 33% by instructor.

15% - Professionalism (attendance, online participation & decorum, risk & reward creativity, coming to class prepared to discuss readings, ad hoc performance, etc.)

4. **Course Schedule**

5. **Classroom Requirements**

High speed internet connection
1 Projector for presentation of main course materials

6. **Equipment Required**

Laptop computer with standard software (Firefox browser recommended).
digital camera

7. **Iteration Policy**

Social media is a fluid medium. During this course you learn about the social & economic factors that drive a "Publish First, Filter Later" ethos for social media. You are encouraged to constantly add value to and improve the content that you publish.

To be consistent with this, you may, at anytime make amendments and additions to any assignment and re-submit it for marking. When you do this, you should email a link to the improved version and include a brief summary of your improvements in your email. Typically this will lead to an improvement in your mark on the assignment. However, if your improvement is submitted too late in the term to provide time for remarking or if the content is not appreciably improved, your mark will not improve.

You may resubmit any assignment as many times as you would like.