

Eastern Oregon University

Course Syllabus

Facilitator: TBA

Number of Course: COM 401

Name of Course: Public Relations on Social Media

Lecture Time/Space:

Office Hour:

Catalog Description:

This course surveys the recent development and best practice in social media-based public relations campaigns. Students learn to use the basic tools in digital storytelling techniques and social media platforms to generate publicity and manage the relationship with public stakeholders. More importantly, students learn to use social media to deploy different genres of public relations campaign, such as issue management, crisis communication, employee relations, and community engagement. Prerequisite: WR 320, Junior standing

Credit Hours: 4

Brief Course Outline:

This course surveys the new toolbox in public relations - from vlog to viral video, from search engine optimization (SEO) to hashtag campaign, from podcasting to Wikipedia - and equips students with cutting edge skill in social media-based public relations. Students learn to write for web content and produce multimedia messages to reach a target audience for efficient and effective communication. During the course, students will address:

- How has social media changed the game in public relations?
- Y What's important and relevant about the standard and routine of social media publicity and message placement?
- Y What central components go into writing and producing social media entries on various social media platforms?
- Y What elements are crucial to effectively deliver a story to a target audience using social media platforms?
- Y How is research used in social media to measure public opinion?
- How is crisis communication conducted - and when is it appropriate - through social media?

Learning Outcomes:

After completion of the class, students will be able to —

- I. Understand how different genres of social media affect public opinion.

- II. Write for various media social media platforms with a good story to tell and a clear message to deliver to the target audience.
111. Produce various public relations materials for myriad social media platforms. IV. Conduct public relations campaigns for organizations on social media.

Means of Assessment:

- Y Weekly quizzes and midterm exam (Learning outcome I, II, III, and IV)
 - Weekly in-class discussion and citation (Learning outcome I, II, and IV)
- Y Midterm project: a prospectus of public relations campaign for a local organization (hotel, grocery store, hospital, city government, school, daycare center, Shelter from Storm, etc.) Writing for publicity on social media (Learning outcome IV)
 - Final project: Case Study of social media public relations campaign (Learning outcome II, 111)

Evaluation Formula:

Components	Possible points	Total possible points
Weekly Quizzes		110
Midterm project	60	60
Final project and presentation	100	100
Writing assignment	20x4	80
Weekly discussion and citation	5x10	50
Total		400

The grade you want to earn	Minimum points needed
A+	388-400
A	372-387
A-	360-371
B+	348-359
B	332-347
B-	320-331
C+	312-319
C	292-311
C-	280-291

D+	272-279
D	252-271
D-	240-251
F	0-239

Required Textbook:

Keith A. Quesenberry: Social Media Strategy: Marketing, Advertising and Public Relations in the Consumer Revohdion (2nd edition). Rowman & Littlefield.

Guy Kawasaki and Peg Fitzpatrick: The Art of Social Media: Power Tips for Power Users.

Penguin Group

Writing quality:

Writing well is the first and foremost step in effective communication as well as in successful college education. You need to pay utmost attention to writing quality (grammars, spelling, punctuation, citation, and structural coherence and consistency). You can find tutorial help from EOU Writing Center (<https://www.eou.edu/writing-center/>) if you have difficulties writing effectively. The Writing Center provides a place — physical or virtual — where every EOU writer can find an interested, responsive reader. Writing tutorials are free of charge for EOU's undergraduate and graduate students who are writing for any course at any level or who are writing resumes, job letters, graduate applications, and more. Go to eou.mvwconline.com to schedule an appointment in the Writing Center (Loso Hall 234).

Academic Integrity

Eastern Oregon University places a high value on the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or being expelled from the University, or a combination of these. Please see the Student Handbook at: www.eou.edu/saffairs/handbook/honest.html to know the details.

Below is an explanation of critical terms regarding academic honesty:

■ ~~Plagiarism~~: According to Merriam-Webster Online Dictionary (www.m-w.com), "plagiarize" means:

- o "to steal and pass off (the ideas or words of another) as one's own." o "to use (another's production) without crediting the source." o "to commit literary theft" — presenting as new and original an idea or product derived from an existing source.

To be specific, www.plagiarism.org cites the following conduct as plagiarism:

- o "turning in someone else's work as your own." o "copying words or ideas from someone else without giving credit." o "failing to put a quotation in quotation marks."
 - "giving incorrect information about the source of a quotation."
- o "changing words but copying the sentence structure of a source without giving credit." o "copying so many words or ideas from a source that it makes up the majority of your work, whether you give credit or not. "

- o The best strategy to prevent plagiarism is to use paraphrasing plus citation.
- Paraphrase: Again, according to www.m-w.com, paraphrase is "a restatement of a text, passage, or work giving the meaning in another form." o www.plagiarism.org recommends that you "jot down" the original text's central idea in your own words before you rewrite it. Seldom is there text too perfect to be paraphrased. If you insist that the words or sentences are too perfect to be paraphrased, put quotation marks before and after the word-for-word copy, and don't forget the citation after the quotation marks.
- o Citation: By citing the source of the text you have quoted and paraphrased, you credit the text's original author. Citation is the only way to prevent you from committing plagiarism when borrowing another's idea or text.
- o According to www.platiarism.org, citing sources helps others "to find out more about your ideas and where they came from." It also "strengthens your work by lending outside support to your ideas." Citation consolidates your academic work. The complete citation should include
 - 1 the author's name
 - 2 the title of the work from which you quote and paraphrase
 - 3 the name of the journal/book chapter where the work appeared
 - 4 the year of publication of that work
 - 5 the name and location of the publishing company
 - 6 the page number of the work from which you borrowed ideas and text.

Americans with Disabilities:

If you have a documented disability or suspect that you have a learning problem and need accommodations, please contact the Disability Services Program in Loso Hall 234. Telephone: 962-3081.

Sexual Harassment:

Sexual harassment by any faculty member, staff member, or student is a violation of both law and university policy and will not be tolerated. Sexual harassment of employees is prohibited under Section 703 of Title VII of the Civil Rights Act of 1964; sexual harassment of students may constitute discrimination under Title IX of the Education Amendments of 1972. The University has a training program regarding sexual harassment.

Tentative Schedule of Lectures, Quizzes, and Exams

Week One: Chapter #1: The scale and scope of social media

Chapter #2: Shifting influence and the decline of push marketing

- 1) The rise of social media
- 2) The size of social influence
- 3) When push comes to shove
- 4) Mass media to consumer communication
- 5) Social presence and media richness

Week Two: Chapter #3: A Marketer's point of view from control to engagement Chapter #4: Lay a foundation and frame the conversation

- 6) The advertising age is over
- 7) From interruption to engagement
- 8) The four Ps and the four Cs
- 9) Quantifying engagement
- 10) Business objectives, target audience, social analysis
- 11) Gather primary and secondary data
- 12) Listen with a social media audit
- 13) Market segmentation

Week Three: Chapter #5: Make repairs and jumpstart the conversation

Chapter #6: Integrating marketing, advertising, and public relations with social media

- 15) Fix Operations, product, and service issues
- 16) Big ideas and being interesting
- 17) Telling a story in social media
- 18) Ethnographic observational research
- 19) The Real convergence
- 20) Think like an expert in all fields
- 21) Corporate and marketing communication, public relations, and advertising
- 22) Native advertising and paid social media

Week Four: Chapter #7: Social networks, blogs, and forums

- 20) Choosing social options
- 21) Social networks
- 22) Facebook
- 23) LinkedIn
- 24) Messaging Apps
- 25) Blogs and forums
- 26) WordPress
- 27) Blogger
- 28) Tumblr

Week Five: Chapter #8: Microblogging and media sharing

- 31) Microblogging
- 32) Twitter
- 33) Pinterest
- 34) Media sharing
- 35) YouTube
- 36) Instagram
- 37) Snapchat

Midterm: A prospectus of social media campaign (.60 points)

Week Six: Chapter #9 Geosocial, live video, ratings, and reviews

- 36) Geosocial

- 37) Foursquare
- 38) Social App locations
- 39) Social live video
- 40) Ratings and reviews
- 41) Yelp
- 42) TripAdvisor
- 43) Amazon

Week Seven: Chapter #10: Social bookmarking and social knowledge

- 43) Social bookmarking
- 44) Reddit
- 45) Digg
- 46) StumbleUpon
- 47) BuzzFeed
- 48) Social Knowledge
- 49) Wikipedia
- 50) Yahoo ! Answers
- 51) Quora
- 52) Podcasts
- 53) RSS Feeds
- 54) iTunes
- 55) Feeling overwhelmed is natural

Week Eight: Chapter #11: Social media insight and crowdsourcing Chapter #12: Content marketing and influence marketing

- 50) Leveraging social media insights
- 51) Crowdsourcing the wisdom of the crowd
- 52) Local search constraints R & D
- 53) Engagement through content marketing
- 54) Supercharge word-of-mouth
- 55) Influence marketing
- 56) Consumer-brand relationship

Week Nine: Chapter #13: Social care and social selling Chapter #14: Writing your plan, plan your sell

- 62) The customer is always right
- 63) Social care is no longer a choice
- 64) Social selling is integral to B2B sales strategy
- 65) Word-of-mouth in a service context
- 66) Slow and steady wins the race
- 67) Content creation takes time and focus
- 68) Social media content calendar

- 69) Social media metrics
- 70) Social media budget
- 71) Uses and gratification

Week Ten: Chapter #15: Social media law, ethics, and etiquette

- 72) Social media laws and regulations
- 73) Social media ethics and etiquette
- 74) Consumer data privacy and security
- 75) Elaboration likelihood model

Final exam: A case study of public relations campaign on social media (TBA)

Course Syllabus Prepared by Xiaowei Chen/April 8, 2021/Updated October 17, 2024