

**RARITAN VALLEY COMMUNITY COLLEGE  
ACADEMIC COURSE OUTLINE**

**COMM 202- SOCIAL MEDIA PRODUCTION**

**I. Basic Course Information**

A. Course Number and Title: COMM 202-Social Media Production

B. New or Modified Course: New

C. Date of Proposal: Semester: Fall Year: 2022

**D. Effective Term: Fall 2023**

E. Sponsoring Department: Communication and Languages

F. Semester Credit Hours: 3

G. Weekly Contact Hours: 4                      Lecture: 2  
                                                                         Laboratory: 2  
                                                                         Out of class student work per week: 5

H. Prerequisites/Corequisites: N/A

I. Additional Fees: N/A

J. Name and Telephone Number or E-Mail Address of Department Chair and Divisional Dean at time of approval: **Richard Treut, ext. 8429, Bick.Treut@raritanval.edu; Dean Patrice Marks, ext. 8802, Patrice.Marks@raritanval.edu**

**II. Catalog Description**

Through this course students will learn a step-by-step process of building and implementing marketing campaigns across social media platforms. The top social media platforms will be addressed in terms of marketing power and capabilities. Using marketing theory and technical instruction students will create digital content including photos, video, graphics, and audio that are used in digital marketing. Students will also gain technical skills in using social media analytic tools and the data those tools provide.

### **III. Statement of Course Need**

- A. Social media has become an ubiquitous form of communication throughout our students' lives, creating new communication patterns with implications for our interpersonal relationships, societal standards, and advocacy. Social media platforms and emerging technologies have changed the way people gather, use and share information. Social media specialists communicate with the public through various platforms as they run employers' social media accounts, and work to build brand reputation. This course creates a foundation of technical knowhow for these forms of communication that will allow for a new certificate in Social Media Specialist to be developed.
- B. If course has a lab component, justify the need for the lab. This course relies on digital production equipment to produce content such as videos, photos, and graphics. Social media analytic tools and editing software also need to be accessed on computers.
- C. Please describe the transferability of this course.
  - 1. This course is not designed for transfer.

### **IV. Place of Course in College Curriculum**

- A. Free Elective
- B. This course meets a program requirement for Social Media Specialist Certificate.
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, [www.njtransfer.org](http://www.njtransfer.org); b) for all other colleges and universities, go to the individual websites.

### **V. Outline of Course Content**

- A. Social Media Marketing Theory
- B. Social Media Platforms
- C. Social Media Analytic Tools
- D. Video for Social Media
- E. Photo for Social Media
- F. Graphics for Social Media

### **VI. Course Learning Outcomes**

**At the completion of the course, students will be able to:**

- 1. Create original video, photos, and graphics for use on social media platforms. (GE-1, GE-4)
- 2. Explain basic social media marketing strategies and theories. (GE-1, GE-4)
- 3. Use top social media platforms for a marketing campaign. (GE-4)

4. Design a digital marketing strategy, recommending what social media platforms to use and how to use them. (GE-1, GE-4)
5. Develop and implement a digital marketing campaign using appropriate metrics to measure the ROI results of the effort. (GE-1, GE-4)

**C. Assessment Instruments**

1. Video, photo, graphic projects
2. Written essays/responses
3. demonstrations
4. discussions
5. journals
6. portfolios
7. tests/quizzes

**VII. Grade Determinants**

- A. essays
- B. projects
- C. tests
- D. presentations

Given the goals and outcomes described above, LIST the primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. small-group work
- C. computer-assisted instruction
- D. guest speakers
- E. student oral presentations
- F. simulation/role playing
- G. student collaboration
- H. independent study

**VIII. Texts and Materials**

- A. Suggested textbook- McDonald, Jason (2016) Social Media Marketing Workbook: How to Use Social Media for Business. CreateSpace Independent Publishing Platform.
- B. interviews
- C. journals
- D. film and video
- E. audio sources
- F. web sources
- G. other computer-based sources

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

## **IX. Resources**

- A. Digital video cameras for student use
- B. Lighting and sound equipment for student use
- C. Computer stations with current video- and sound-editing software
- D. Internet Resources
- E. Social Media Analytic Programs

## **X. Honors Option: N/A**