

**Bossier Parish Community College  
Master Syllabus**

<b>Course Prefix and Number:</b>	COMM 140	<b>Credit Hours:</b> 3
<b>Course Title:</b>	Social Media	
<b>Course Prerequisites:</b>	None	
<b>Textbook:</b>	None	

**Course Description:** This course will equip students with knowledge and practical skills to use social media to meet today's challenges of online communication and collaboration by emphasizing the daily use of common social media tools.

**Learning Outcomes:**

At the end of this course the student will

- A. Discuss social media tools such as blogs, wikis, Facebook, Twitter, LinkedIn, social bookmarking, tagging, web feeds, podcasts, etc.;
- B. Use social media applications; and
- C. Explain cloud computing.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. Define social media. (A)
- 2. Identify uses of social media. (A)
- 3. Create social media content. (B)
- 4. Collaborate using social media. (B)
- 5. Use cloud computing applications. (C)

**Course Requirements:** This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

<b>Course Grading Scale:</b>	90 – 100	A
	80 – 89	B
	70 – 79	C
	60 – 69	D
	0 – 59	F

**Attendance Policy:** The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

### **Nondiscrimination Statement**

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