

SAMPLE COURSE OUTLINE

Course Code, Number, and Title:

WMDD 4965: Social Media Strategy

Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 2 h + Seminar 0 h + Lab 1 h

Credits: 1.5

Transfer credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, Corequisites:

Social media is an integral part of most businesses today. Designers who want to freelance or are a part of a small company will need effective social media skills to promote themselves or their company. Students are introduced to fundamental principles of digital communications to promote and develop an online presence using social media and online marketing tools.

Prerequisites: A minimum grade of C in WMDD 4960

Registration in this course is restricted to students admitted to the Post-Degree Diploma in Web and Mobile App Design and Development Program.

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Analyse audience and purpose of communication and apply appropriate persuasive strategies.
- Write and speak in a professional manner employing principles of conciseness, readability, clarity, accuracy and organization.
- Determine effective communication strategies for a variety of media channels
- Develop strategies for emerging social media channels.

Instructor(s): TBA

Office: TBA

Phone: 604 323 XXXX

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Assessments and Weighting:

Final Exam 20%

Other Assessments %

(An example of other assessments might be:) %

Midterm Exam: 10%

Assignments: 50%

Project: 20%

Proportion of individual and group work:

Individual: 70%

Group: 30%

Grading System: Letter grade

Specific grading schemes will be detailed in each course section outline.

Passing grade: C

Topics Covered:

[Topics covered may vary by instructor. An example of topics covered might be:]

- self promotion and social media
- social media engagement
- emerging platforms

This generic outline is for planning purposes only.

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies:

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