

University of Arkansas - Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913-3649
479-788-7000

General Syllabus

MCOM 45103 Social Media for Public Relations

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: MCOM 32103 Visual Communication

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Explores the dynamics of social media in order to integrate the principles and practices of public relations with social media strategies and planning processes.

II. Student Learning Outcomes

A. Subject Matter

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

1. Analyze the impact of social media on public relations practices.
2. Identify current social media trends in public relations contexts.
3. Engage key audiences and manage relationships through social media applications and services.
4. Build social media presence among key target communities by creating and managing social media content for public relations purposes.
5. Utilize the specific advantages of different social media platforms to accomplish public relations goals.
6. Measure and evaluate social media strategies.

B. University Learning Outcomes (ULO)

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills: Students will draw conclusions and/or solve problems through multimedia research project and/or oral presentation.

Communication Skills (written and oral)

Students will communicate effectively with a variety of audiences in any setting through media projects.

III. Major Course Topics

- A. Social networks
- B. Online community
- C. Crisis communication
- D. Relationship building and management
- E. Content creation and management
- F. Shooting and editing for social media
- G. Designing graphics for social media
- H. Photoshop, Premiere Pro
- I. Online and viral videos
- J. Social media campaigns
- K. Social media evaluations