Course Prefix and Number: CIS 140
Credit Hours: 3-3-0

Course Title: Social Media

Course Prerequisites: CIS 105

Textbook(s): None. Use Web for articles, videos, resources, and social media tools.

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 or will be able to:
(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) and
5. use cloud computing applications. (C)

Course Requirements:
1. Achieve a course average of 70% or above.
2. Each student is expected to attend class regularly; excessive unexcused absences constitute grounds for suspension (refer to the student handbook for attendance policies).
3. Students must have access to a Windows computer, Microsoft Office 2016, and the Internet to complete the assignments. Computer, software, and the Internet are available to students on campus during scheduled computer lab times and in the Learning Commons located in the BPCC Library.

Course Grading Scale:
A = 89.5% - 100%
B = 79.5% - 89.4%
C = 69.5% - 79.4%
D = 59.5% - 69.4%
F = 0.0% - 59.4%

Revised: 04/03/2017
Attendance Policy: The college attendance policy is available at http://www.bpcc.edu/catalog/current/academicpolicies.html

Course Fees: N/A

Nondiscrimination Statement: Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

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