

Strategic Digital Content and Social Media Writing Section 02

ENGL 111

Fall 2024 4 Unit(s) 08/21/2024 to 12/09/2024 Modified 08/18/2024

Course Description and Requisites

Content writing and management, creating effective and ethical content, content auditing, integration, and assessment. Applications may include social media posts/campaigns, website copy, promotional materials, videos, podcasts, product and event descriptions, blog posts or articles, how-to/user guides, infographics, and FAQ pages. Activities include producing reports, conducting user research, and giving verbal presentations.

Prerequisite(s): Upper-division standing.

Letter Graded

* Classroom Protocols

Generative AI

In this course, some uses of generative AI are accepted. We'll discuss specific assignments for which you might generate text or images using AI. You are never required to use AI, and we'll talk more about the ethical, legal, and environmental issues to consider when deciding whether and how to incorporate these tools.

Program Information

The following statement has been adopted by the Department of English for inclusion in all syllabi: In English Department Courses, instructors will comment on and grade the quality of student writing as well as the quality of ideas being conveyed. All student writing should be distinguished by correct grammar and punctuation, appropriate diction and syntax, and well-organized paragraphs. The Department of English reaffirms its commitment to the differential grading scale as defined in the SJSU Catalog ("The Grading System").

Grades issued must represent a full range of student performance:

- A = excellent;
- B = above average;
- C = average;
- D = below average;
- F = failure.

Within any of the letter grade ranges (e.g. B+/B/B-), the assignment of a +(plus) or -(minus) grade will reflect stronger (+) or weaker (-) completion of the goals of the assignment.

Program Learning Outcomes (PLO)

Upon successful completion of an undergraduate degree program in the Department of English and Comparative Literature, students will be able to:

1. Read closely in a variety of forms, styles, structures, and modes, and articulate the value of close reading in the study of literature, creative writing, or rhetoric.
2. Show familiarity with major literary works, genres, periods, and critical approaches to British, American, and World Literature.
3. Write clearly, effectively, and creatively, and adjust writing style appropriately to the content, the context, and nature of the subject.
4. Develop and carry out research projects, and locate, evaluate, organize, and incorporate information effectively.
5. Articulate the relations among culture, history, and texts, including structures of power.

Department Information:

Department Name: English and Comparative Literature

Department Office: FO 102

Department Website: www.sjsu.edu/english (<https://www.sjsu.edu/english>)

Department email: english@sjsu.edu (<mailto:english@sjsu.edu>)

Department phone number: 408-924-4425

Course Learning Outcomes (CLOs)

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

1. **Develop comprehensive social media strategies** aligned with organizational or individual goals, encompassing target audience, content, channels, engagement, and measurement.
2. **Craft compelling and engaging social media content** that resonates with the target audience and drives desired outcomes.
3. **Analyze and evaluate the effectiveness** of social media content and strategies using available data.
4. **Understand and apply key terms and concepts** related to social media content strategy, demonstrating a strong foundational knowledge.
5. **Collaborate effectively** with clients or community partners, demonstrating strong communication and interpersonal skills.

6. Present social media strategies and findings in a clear, concise, and persuasive manner.
7. Develop a professional portfolio showcasing their skills and expertise in social media content strategy.
8. Stay abreast of emerging trends and technologies in the field of social media.

Course Materials

There is no required textbook for this course. Instead, we'll use material freely available online or through the SJSU Library.

Course Requirements and Assignments

A full description of each assignment is posted in the "Course Resources" module.

Community Partner Proposal	50 / 1000 points
Partner Needs Analysis	250 / 1000 points
Social Media Strategy Presentation	250 / 1000 points
Social Media Mockups	100 / 1000 points
Final Portfolio + Presentation	250 / 1000 points
Collaborative Glossary	100 / 1000 points

Grading Information

Breakdown

Grade	Range	Notes
A	90 - 100	
B	80 - 89	
C	70 - 79	
D	60 - 69	
F	0 - 59	

University Policies

Per [University Policy S16-9 \(PDF\)](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on the [Syllabus Information](https://www.sjsu.edu/curriculum/courses/syllabus-info.php) (<https://www.sjsu.edu/curriculum/courses/syllabus-info.php>) web page. Make sure to visit this page to review and be aware of these university policies and resources.