Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Business
   Department: Aviation & Supply Chain Management

2. Course Prefix and Number: ISMN 5380/3, 6380/6
3. Effective Term: Fall 2013

4. Course Title: Social Media as a Tool for Business Strategy
   Abbreviated Title (30 characters or less): Soc Med Tool for Bus Strat

5. Requested Action:
   - [ ] Renumber a Course
   - [x] Add a Course
   - [ ] Revise a Course
   - Current Course Number: ___________________________
   - Proposed Course Number: _________________________
   - Type of Revision: ________________________________

6. Course Credit:
<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study)</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Hours (Repeatability): 3</td>
<td>3 Lecture</td>
<td>T</td>
<td>3</td>
<td>38</td>
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</tbody>
</table>

   Total Credit Hours: 3

7. Grading Type:
   - [ ] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   Junior or above

9. Restrictions:
   List specific restriction in space above.
   - [ ] College
   - [ ] Major
   - [x] Standing
   - [ ] Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Learn how to use social media as an tool to integrate business processes and enhance business performance.

11. May Count Either:
    ISMN 5380/3 or ISMN 6380/6 (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    | Program Type (e.g.: minor, major, etc.) | Program Title (e.g.: MS in Chemistry, Performance Option, Minor in Art) | Requirement or Elective? (required or optional?) |
    |----------------------------------------|---------------------------------------------------------------|-----------------------------------------------|
    | Major/Minor                            | Information Systems Management                                 | Elective                                       |

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - [ ] Applicable
    - [x] Not Applicable
14. Justification: Social media is one of the best ways for organizations to keep in touch with their markets, particularly the rapidly growing younger generation market. Social media is a technology tool that can be used to integrate business processes. Organizations can use it to rapidly push information to members of their value chain as well as receive information. Understanding the implications of the technology in an integrated business process environment is a critical skill for organizational leaders.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources: No additional resources are required.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization – i.e.: Dean – where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”)

16. Student Learning Outcomes:

ISMN 5380/3 Objectives: In this course, students will learn to:
- Define the meaning of social media as a business process
- Define and describe multiple technologies that support social media
- Describe how social media technologies can be integrated into existing business processes to enhance information flow throughout the value chain
- Set up, use, and administer social media sites

ISMN 6380/4 Additional Graduate Objectives: In addition to the objectives for ISMN 5380/3, graduate level students should be able to effectively analyze cross-functional processes that can be supported with social media and to develop and align social media processes and strategy with the organization’s strategic goals.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

Week 1 Overview of course
Week 2 Defining and understanding social media
Week 3 Internet-based social media
Week 4 Mobile-based social media, Exam 1
Week 5 Social media etiquette
Week 6 Self publication
Week 7 Project discussion, Exam 2
Week 8 Project development, outline due, blog 1 due
Week 9 Current social media trends
Week 10 Social media and business processes
Week 11 Social media and strategy
Week 12 Project development, Exam 3, blog 2 due
Week 13 Social media and ethical implications
Week 14 Emerging platforms, Exam 4
Week 15 Course Wrap-up, projects due

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects: Projects will be hands-on exercises with various social media systems. Students will design, implement, and administer an online social media site modeled on a business. Students will also be required to create, administer, and contribute to a blog, as well as being interactive with other students’ sites and blogs. The student will use analytics to determine the
interactivity of his or her website and, over the course of the semester, will make adjustments to increase the interactivity.

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

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<th>REQUIREMENTS AND GRADING</th>
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<tbody>
<tr>
<td>ISMN 5380/3</td>
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<tr>
<td>Exams 70%</td>
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<td>Assignments 25%</td>
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<tr>
<td>Participation 5%</td>
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<tr>
<td>ISMN 6380/6</td>
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<tr>
<td>Exams 80%</td>
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<td>Assignments 25%</td>
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<tr>
<td>Paper 10%</td>
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<td>Participation 5%</td>
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Grading Policy: A > 90%, B > 80%, C > 70%, D > 60%, F < 60%

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit:

Justification for Graduate Credit:

Graduate students in the course will be required to develop a business plan for social media, and apply this to operational/strategic alignment. The synthesis of theory and practicality is paramount to understanding the subject and developing the ability to guide their current or future workplace toward efficient information management techniques. To fully understand the perspectives, external research and a research paper will be required. (See grading rubric above)

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Include below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g.,hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absences). Except in exceptional circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2366 (UI/IT).
## Approvals

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<tr>
<th>Department Chair</th>
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