

MIS 6373

Social Media and Business



Course Information:

Course	MIS 6373.501.17S
Course Title	Social Media and Business
Term	Spring 2017
Meetings	Thursday 7:00 – 9:45 PM
Room	JSOM 2.717

Professor Information

Professor	Rost Ginevich
Professor's Phone	
Office Location	By appointment
Email Address	Rost.Ginevich@UTDallas.edu
Office Hours	By appointment
Other Information	

General Course Information

Prerequisites:

Course Description: Social Media and Business (3 semester credit hours) Social media represents one of the most significant changes on the Internet. This course is to familiarize students with the newly emerging social media and Web 2.0 landscape and its underlying concepts. The course covers essential skills to analyze, evaluate, and develop the Web 2.0 business models as well as marketing strategies. Different social media and Web 2.0 applications (e.g., Flickr, YouTube, Twitter, Facebook, Groupon, and Blogs) and their multi-disciplinary implications will be discussed. (3-0) R

Learning Outcomes

- Students should be able to apply their understanding of general data visualization principles across contexts and tools
- Students should be able to create meaningful general purpose, analytic, and dynamic data visualizations through a variety of data visualization tools
- Students should be able to identify appropriate business-oriented opportunities for the application of data visualization

Required Texts & Materials

Computer. May bring to class.

- Textbook will be introduced in class
- Additional articles and other readings will be assigned through the semester (posted online)

Suggested Texts, Readings, & Materials

- Will be posted online

Academic Calendar, Assignments, and Grading:

Date	Description	Assignments
Jan 12	Introduction	
Jan 19	Strategy	
Jan 26	Alignment	
Feb 2	Planning and Execution	
Feb 9	Analytics	
Feb 16	Analytics / Big Data	
Feb 23	Search SEO	
Mar 2	Midterm / Guest Speaker	
Mar 9	Spring Break	
Mar 16	Tools / Channels Overview	
Mar 23	Channels / Tools	
Mar 30	Channels / Tools	
Apr 6	Channels / Tools	
Apr 13		
Apr 20	Case Presentations	
Apr 27	Case Presentations	
May 4	Final	

Course Policies Grading (credit) Criteria:

- > 93.3% A
- > 90.0% A-
- > 86.7% B+
- > 83.3% B
- > 80.0% B-
- > 76.7% C+
- > 73.3% C
- > 70.0% C-
- < 60.0% F

Grades will be rounded to the tenth, thus an 89.94 is a B+ and an 89.95 is an A

Make-up Exams: If an exam is missed due to an excused absence, arrangements for a makeup exam will be made with each individual student.

Extra Credit: Extra Credit assignment opportunities may be provided throughout the course.

Late Work: Assignments can be turned in one day late for 50% credit

Special Assignments: None

Class Attendance: Students are responsible for all material covered and administrative changes, covered in class. If you miss a class, follow up with a peer to understand what was missed and meet with the instructor to resolve any confusion.

Classroom Citizenship: eLearning will be used for class content (e.g., class slides and assignment descriptions) and the recording of grades. Slides and other class materials will be posted before class is held. Class announcements (e.g., change in assignment dates) will be posted in the eLearning announcements. It is the students' responsibility to regularly check the announcements (typically by having the announcement automatically forwarded to their email accounts).

Comet Creed: This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same: *"As a Comet, I pledge honesty, integrity, and service in all that I do."*

UT Dallas Syllabus Policies and Procedures: *The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.*

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.