

ICS 119 : Introduction to Social Media

This computing course explores the foundations of building a presence on the Web, developing an entity's brand and creating a social channel to share ideas, expertise and business philosophies. Topics covered: choosing a domain name, securing a content hosting service, initiating content creation, and constructing a social web channel.

Credits 3

Lecture Hours 3

Recommended Preparation

Write well-formed sentences and organized paragraphs using proper grammar and correct spelling. Have computing skills including file management, uploading/ downloading files and Internet search skills.

Course Outcomes

- Use the appropriate social media tools to create an online identity.
- Create content that uniquely represents an entity's image.
- Plan and implement a social media campaign and analyze its effectiveness.
- Analyze the ethical roles and responsibilities of a content creator.