COMM/COMP 347: Online Communication and Society
Summer 2019

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Instructor

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Course Information

COMM/COMP 347
Lecture time & place: Online
Course web page: http://prof.msoltys.com/?page_id=4527

Course Description

Examines Online Communications (OC) and related social issues. Large and small organizations can wield OC in order to get their message across, fundraise, and maintain a connection with their stakeholders through dialogic communications. Topics include tools such as Social Media, design of online campaigns, measurements, as well as ethical, legal, and social issues. Students will work on designing and implementing their online presence with WordPress, Twitter and LinkedIn.

Prerequisite: None.

Student Learning Outcomes (SLOs)

Upon a successful completion of the course you will be able to:

1. Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline. (ABET SLO #2)

2. Communicate effectively in a variety of professional contexts. (ABET SLO #3)

3. Recognize professional responsibilities and make informed judgments in computing practice and legal and ethical principles. (ABET SLO #4)

Course Outline

Topics in order:

1. Slack and Wordpress: Slack has become a standard business communication tool, and Wordpress powers 33% websites. Both tools are powerful, and can be used by individuals and organizations at minimum cost. (Wordpress setup using https://cikeys.com/)

2. Set up (or develop) Twitter presence and integration with Wordpress, e.g., titles of new posts are tweeted automatically. Issues with social media, such as "lack of *real* connectedness."

3. Set up (or develop) LinkedIn presence and integration with Wordpress. Compose a professional CV to be added to Wordpress.

4. Amazon Web Services (AWS), and hosting Wordpress on AWS; setting up an Amazon Linux 2 EC2 virtual instance in the cloud, and building (or migrating) Wordpress on the EC2 instance with an S3 backup (a professional solution, affordable by most individuals and organizations).

5. Security and privacy of the overall setup, as well as legal and ethical issues.

Textbook

Reading list of articles to be provided by instructor.

Grading

Students will implement their online presence in five stages, each stage worth 20%, and each stage corresponding to the topics list above. There will be a deliverable at the end of each stage.

Grade determination

From	To	Letter Grade	From	To	Letter Grade
97	100	A +	77	79.99	C+
94	96.99	A	74	76.99	C
90	93.99	A-	70	73.99	C-
87	89.99	B+	67	69.99	D+
84	86.99	B	64	66.99	D
80	83.99	B-	60	63.99	D-
			0	59.99	F

Policies

1. **Academic Dishonesty:** By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling or stealing any material for an examination, or substituting for another person may be considered violations of the Student Conduct Code (located at http://www.csuci.edu/campuslife/student-conduct/academic-dishonesty.htm). If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please see the faculty (located at https://senate.csuci.edu/policies/2013-2014/sp-13-06-policy-on-academic-dishonesty-rev-oct2016.pdf), also in the CI Catalog.

2. **Disability Statement:** If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of need: https://www.csuci.edu/dass/students/apply-for-services.htm. Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

3. **Course Policies Subject to Change:** It is the student's responsibility to check the course's web page frequently to stay abreast of the course, and for corrections or updates to the syllabus. Any changes will be posted there.

Course Assessment

To be added