Washtenaw Community College Comprehensive Report

BMG 202 Social Media Storytelling
Effective Term: Fall 2024

Course Cover

College: Business and Computer Technologies
Division: Business and Computer Technologies
Department: Business
Discipline: Business Management
Course Number: 202
Org Number: 13200
Full Course Title: Social Media Storytelling
Transcript Title: Social Media Storytelling
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Web Page
Reason for Submission: New Course
Change Information:
Rationale: Skill Development and Employability: Social media skills are in high demand across various industries. Providing a certificate program can equip students with the necessary skills to effectively manage and utilize social media platforms for business, marketing, communication, and more. This enhances their employability and prepares them for careers in an increasingly digital world. Industry Relevance and Alignment: Many businesses and organizations use social media as a key component of their marketing and communication strategies. By aligning the curriculum with industry needs and trends, the certificate program ensures that students are learning relevant skills that directly translate into job opportunities. Meet the Needs of Small Businesses and Entrepreneurs: Small businesses and entrepreneurs often lack the resources to hire dedicated social media professionals. A community college social media certificate program can help address this gap by training individuals to effectively manage social media for small businesses, enabling them to compete in the digital marketplace.
Proposed Start Semester: Fall 2024
Course Description: In this course, students will be introduced to effective storytelling as a powerful tool for individuals and businesses to engage, connect, and inspire on social media platforms. This course is designed to equip students with the knowledge and skills needed to craft compelling narratives that resonate with online audiences. Students will learn strategies designed to help businesses connect with their audience, build brand awareness, and drive engagement. This course is designed to equip students with the knowledge and skills needed to harness the storytelling potential of social media platforms to achieve online business goals.

Course Credit Hours

Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math
No Level Required

Requisites

General Education

Request Course Transfer
Proposed For:
Eastern Michigan University
Wayne State University

Student Learning Outcomes

1. Identify key elements and principles of storytelling and narrative structure.
   Assessment 1
   Assessment Tool: Outcome-related exam questions
   Assessment Date: Winter 2027
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Answer key
   Standard of success to be used for this assessment: 70% of students will score 70% or higher on the outcome-related questions.
   Who will score and analyze the data: Departmental faculty

2. Develop a basic understanding of various social media platforms and their unique features.
   Assessment 1
   Assessment Tool: Outcome-related project
   Assessment Date: Winter 2027
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Rubric
   Standard of success to be used for this assessment: 70% of students will score 70% or higher.
   Who will score and analyze the data: Departmental faculty

3. Analyze successful and unsuccessful social media storytelling campaigns.
   Assessment 1
   Assessment Tool: Outcome-related assignment(s)
   Assessment Date: Winter 2027
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Rubric
   Standard of success to be used for this assessment: 70% of students will score 70% or higher.
   Who will score and analyze the data: Departmental faculty

Course Objectives
1. Identify the key elements of storytelling, including plot, character, setting, conflict, and resolution.

2. Analyze the psychological and emotional aspects of storytelling that engage and captivate social media audiences.
3. Evaluate the characteristics and strengths of different social media platforms, including Facebook, Instagram, Twitter, TikTok, YouTube, and emerging platforms.
4. Recognize the specific storytelling opportunities and constraints inherent to each platform.
5. Identify and define target audiences to tailor content to their preferences and expectations.
6. Apply visual elements to enhance the narrative quality of social media content.
7. Evaluate case studies of successful social media campaigns and identify the strategies and techniques employed in their storytelling.
8. Implement key performance indicators (KPIs) to measure the effectiveness of social media storytelling campaigns.
9. Develop strategies for handling social media crises and mitigating reputation damage.

New Resources for Course

Course Textbooks/Resources
Textbooks
Manuals
Periodicals
Software

Equipment/Facilities
Level I classroom

Reviewer	Action	Date
Faculty Preparer:		
Anthony Terry	*Faculty Preparer*	*Oct 30, 2023*
Department Chair/Area Director:		
Douglas Waters	*Recommend Approval*	*Nov 01, 2023*
Dean:		
Eva Samulski	*Recommend Approval*	*Nov 02, 2023*
Curriculum Committee Chair:		
Randy Van Wagnen	*Recommend Approval*	*Jan 07, 2024*
Assessment Committee Chair:		
Jessica Hale	*Recommend Approval*	*Jan 08, 2024*
Vice President for Instruction:		
Brandon Tucker	*Approve*	*Jan 09, 2024*