

Common Course Outline
CSIT 124
Web 2.0 and Social Media
3 Semester Hours

The Community College of Baltimore County

Description

CSIT 124 – 3 Credits – Web 2.0 and Social Media introduces students to current industry best practices when migrating to a Web 2.0 media platform and managing the impact of the new media. Topics include the use of micro blogging, video conferencing, social media, virtual collaboration and training tools, as well as other approaches to effective electronic communication. The course emphasizes the review of multiple tools in order to ensure the correct solution is utilized when presented with a business challenge.

3 credits; 2 lecture hours per week; 2 laboratory hours per week

Prerequisite: CSIT 101 or CSIT 155 or permission from Program Director

Overall Course Objectives

Upon completion of this course the student will be able to;

1. understand Web 2.0 terminology and concepts;
2. explain multiple strategies for using communication tools;
3. prepare solutions to address business challenges;
4. create and administer social media and Web 2.0 accounts;
5. outline the guidelines for a business social media page;
6. deploy content for multiple Web 2.0 solutions
7. describe Web 2.0 terminology, definition and relationships;
8. list available social media options and their corresponding strengths and weaknesses;
9. explain the appropriate communication protocols within different Social Media tools;
10. explain the benefits of Web 2.0 and social media compared to other technologies;
11. document migration strategies for social media content; and
12. analyze a Web 2.0 strategy for an individual business

Major Topics

- I. Introduction Topics
 - a. Introduction to Web 2.0
 - b. Introduction to Social Media
 - c. Development tools and businesses
 - d. History of Internet resources

- II. Web 2.0 Basics
 - a. Overview of current Web 2.0 technologies
 - b. Review of current leaders in Web 2.0
 - c. Explore trends in Web 2.0
 - d. Research Web 2.0 enabled companies
- III. Social Media Basics
 - a. Terminology and social media nomenclature
 - b. Write strategies for Web 2.0
 - c. Common social interactions
 - d. Examples of social media websites
- IV. Account Setup
 - a. Foundation identity creation techniques
 - b. Avatar's and images
 - c. Security and passwords
- V. Reaching the Intended Audience
 - a. Leverage technology to meet outlined goals
 - b. Monitor social interaction
 - c. Track progress of multiple web 2.0 identities
 - d. Explore new markets
- VI. Sharing the information
 - a. Ensure relevant content
 - b. Link to pertinent sources
 - c. Disseminate content across multiple portals
- VII. Managing and Evaluating Web 2.0 Presence
 - a. Maintain account information
 - b. Examine interactions with users and pages
 - c. Review supplied and referenced content
 - d. Extend a message with Web 2.0
 - e. Encourage followers for positive contributions and resolutions
 - f. Manage search terms, results and presence
 - g. Create and review Web 2.0 policies

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following:

- 2 Exams
- 5 Web 2.0 Projects
- 1 Web 2.0 Integrated Business Plan

Other Course Information

This course is taught in a computerized environment.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

This is an elective course for the Information Technology Degree Program.