

Sul Ross State University  
Department of Natural Resources Management

**NRM 5323: Outreach and Social Media  
Syllabus**

**Contact information**

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**Course information**

Summer 2020: May 20 – June 26  
Web/Online: Blackboard

**Course Description**

This course examples the various forms of social media and education outreach. The course is designed to provide an overview of outreach including understanding your brand, identifying your audience, and creating messages.

**Course objectives**

1. Learn about outreach and social networking tools
2. Learn about and create messages for an identified audience
3. Create a final portfolio for outreach and social media

**Course Materials**

No textbook. However, a computer, internet access, and Blackboard will be used for this course. You will use Blackboard to access lectures, turn in assignments, and view your grades.

**Graded Assignments**

Posts, assignments, and a final portfolio will be turned in by the student and graded by the instructor. All grades are final.

<b>Assignment</b>	<b>Points</b>	<b>Total Points</b>
Weekly posts (10)	20/each	200
Weekly assignments (4)	75/each	300
Final portfolio	500	500
Extra credit	30	30*
<b>Total</b>		<b>1000</b>

**Scale:** 1000 – 900 = A; 800 – 899 = B; 700 -799 = C; 600 – 699 = D; ≤ 599 = F\*\*

\*Extra credit will be added to your overall grade at the end of the semester.

\*\*A final grade less than or equal to 599 will result in a failing grade.

**Late Assignments**

No late assignments will be accepted. If you have a doctor's note or university excused absence, we will discuss a day to have the assignment turned in. Do not email me your assignments. If you are having trouble with Blackboard, please use the resources that SRSU provides. Don't wait till the last minute to turn something in.

**Course Overview**

Sunday night at 11:59 pm, a new "week" will become available on Blackboard. You will have one week to watch the lecture, and submit weekly posts and assignments. All assignments are due Sunday night at 11:59 pm. No late assignments will be accepted.

**Assignment Descriptions****Weekly Posts**

There are two "posts" assigned each week (except only one post is required for week 0 and week 5). Your post assignment is described within the lecture video for that week. After listening to the lecture, you will write your assignment post in the "posts" section in Blackboard. Each post is worth 20 points. Each post is due the Sunday of that week by 11:59 pm. No late posts will be accepted.

**Weekly Assignments**

Each week you will submit an assignment. Each assignment is described within the lecture video for that week and you will have access to a downloadable Word document of the assignment. You will submit the assignment under the "Assignments" folder in the respective week in Blackboard. You will receive feedback on each assignment in Blackboard. You will use this feedback to make edits and changes, for your final portfolio. Each assignment is worth 75 points. Each assignment is due the Sunday of that week by 11:59 pm. No late assignments will be accepted.

**Final Portfolio**

At the end of the semester, you will submit a compilation portfolio of your assignments. Use each assignments' feedback and make the suitable changes and edits. You will submit these edited assignments as part of your portfolio. The final portfolio is worth 500 points. The final portfolio is due the last day of class. No late portfolios will be accepted.

**Extra Credit**

One opportunity for extra credit will be available. The extra credit will be due the last day of class. It will be worth 30 points. These points will be added to your overall grade at the end of the course. No late extra credit will be accepted.

**Course Information****Plagiarism Information**

I expect and assume that as students you conduct yourselves in accordance with the highest standards of academic honesty. Sul Ross State University reserves the right, through due process, to place on probation, suspend or expel any student who violates academic integrity and regulations by *plagiarism, classroom misdemeanor, or academic*

*dishonesty*. Plagiarism includes doing and/or taking credit for someone else's work, presenting the ideas and work of others as your own, and not citing your sources if you utilize the ideas of others. Classroom misdemeanor includes cheating, allowing others to cheat, and interfering with others' ability to succeed in the course. Academic dishonesty includes procuring examination materials illegally, doing unauthorized group work, and handing in your own work for which you have already received academic credit (see Student Handbook, p. 39-40).

**Students with Disabilities**

Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the Student's responsibility to initiate a request. Please contact me, Ms. Rebecca Greathouse Wren, M.Ed., LPC-S, Director/Counselor, Accessibility Services Coordinator, Ferguson Hall (Suite 112) at 432.837.8203; mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas 79832. Students should then contact the instructor as soon as possible to initiate the recommended accommodations.

**Course Schedule & Due Dates**

<b>Week</b>	<b>Lecture Video</b>	<b>Assignments Due</b>
<b>Week 0</b> Wednesday, May 20 – Sunday, May 24	0.1 Syllabus overview 0.2 Introduction 0.3 Outreach & theories	Post 1
<b>Week 1</b> Monday, May 25 – Sunday May, 31	1.1 Identify a brand 1.2 Assignment 1 1.3 Identify your audience	Post 1 Post 2 Assignment 1
<b>Week 2</b> Monday, June 1 – Sunday, June 7	2.1 Intro to standard and digital methods 2.2 Identifying standard and digital methods 2.3 Assignment 2	Post 1 Post 2 Assignment 2
<b>Week 3</b> Monday, June 8 – Sunday, June 14	3.1 Positioning statements 3.2 Creating messages 3.3 Assignment 3	Post 1 Post 2 Assignment 3
<b>Week 4</b> Monday, June 15 – Sunday, June 21	4.1 Setting goals 4.2 Planning your content 4.3 Assignment 4	Post 1 Post 2 Assignment 4
<b>Week 5</b> Monday, June 22 – Friday, June 26	5.1 Engaging with audience 5.2 Evaluation & analytics 5.3 Final Portfolio	Post 1 Final Portfolio Extra Credit