

**PRINCE GEORGE'S COMMUNITY COLLEGE
TAA INsTEP
Professionalization Service**

FALL 2014

Course Title: Social Media
(4 hours)

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Course Description

The course has the following modules:

- Business Etiquette
- Financial Literacy
- Resume writing
- Interviewing Technique
- Social Media
- Business Networking

Each module comprises hybrid sessions which may include classroom lectures, discussions, and eLearning units.

Course Objectives

Upon completion of this course, the student will be able to:

- Identify the risks of posting on personal vs. company social networking profiles
- List responsible on-duty vs. off-duty social networking conduct
- Understand personal privacy rights at work
- Explain how one can protect the security and safety of data

COURSE CONTENT:

- Theories and principles behind all of the mainstream social media venues
- Technical composition of the big social media platforms
- Security risks associated with social media
- How to spot phishing and social engineering scams.

Method of Instruction

This course will be taught by using text materials, handouts, in class discussions, eLearning units, interpretation and presentation of material by instructor and students.

TENTATIVE COURSE SCHEDULE:

NOTE: The instructor reserves the right to modify the syllabus, course schedule, and material to best meet the needs of the class.

- **The World Around Social Media**
- **Social Media and our Life**
- **Social Media eLearning**

ATTENDANCE

Punctuality is an important function in everyday life. Every student is expected to demonstrate a form of professionalism, and this starts with attendance. Because this class requires active participation in class discussion, “hands-on” experiences, and some cooperative group learning, on-time attendance is essential and mandatory! As stated in the PGCC Catalog, the college in general expects that students will regularly attend the classes for which they are registered. Attendance will be taken at every class. Do not miss this class unless absolutely necessary.

CLASS EXPECTATIONS

1. A **Positive Learning Environment** for students. ***Negativity Breeds!*** It will not be tolerated. Learning and Laughter **ONLY!!!**
2. Stay focused!!
3. Prepare for class by completing assigned readings and/or projects
4. If you need to leave early, notify the instructor before class and sit close to the door.
5. Actively participate in all class lectures, activities, and discussions, asking questions when things are unclear. Your participation is valued.
6. Disruptive or rude behavior of **any type** will not be tolerated in the learning environment.
7. Be courteous and respectful to others (this includes your Instructor).
8. Cell phones should be silenced and put away completely. Do not use text-messaging in class.
9. Always ask questions when in doubt, ***“No Question is ever A Stupid Question”***
10. Please remain flexible to changes in lectures and or demonstrations.
11. Students who sleep will be asked to leave class.
12. Visitors who are not registered for the course may not sit in the class. This includes children. School liability prevents those who are not officially registered, including students’ children, from being in the classroom.

DISABILITY SUPPORT SERVICES

Students requesting academic accommodations are required to contact the Disability Support Services Office (B-124) or call (301) 322-0838 (voice) or (301) 322-0122 (TTY) to establish eligibility for services and accommodations. Students with documented disabilities should discuss the matter privately with their instructors at the beginning of the semester and provide a copy of their Student/Faculty Accommodation Form.

CIVILITY STATEMENT

To promote a community of scholarship and civility, everyone at Prince George’s Community College is expected to be respectful, tolerant and courteous towards others at all times, adhere to college policies and procedures, and respect college property.

Creating a culture of civility both inside and outside the classroom is everyone's responsibility.

Civility is a college-wide commitment and in order to identify PGCC students, we are requiring that ALL students have their IDs visible while AT ANY COLLEGE SITE, WHETHER THEY ARE ON THE LARGO CAMPUS OR ANY EXTENSION SITE.

Lanyards and ID holders can be obtained at the following locations:

Largo Campus - College Life Services and the Admissions & Records Office
Laurel College Center - Main office, Room 205
Joint Base Andrews - Main office
University Town Center - Front desk

Students must keep their IDs current by requesting the appropriate sticker each semester from the Admissions & Records Office or extension centers.

CODE OF CONDUCT

The Prince George's Community College Code of Conduct defines the rights and responsibilities of students and establishes a system of procedures for dealing with students charged with violations of the code and other rules and regulations of the college. A student enrolling in the college assumes an obligation to conduct himself/herself in a manner compatible with the college's function as an educational institution. Refer to the 2013-2014 Student Handbook for a complete explanation of the Code of Conduct, including the Code of Academic Integrity and the procedure for dealing with disruptive student behavior.

CODE OF ACADEMIC INTEGRITY

The college is an institution of higher learning that holds academic integrity as its highest principle. In the pursuit of knowledge, the college community expects that all students, faculty, and staff will share responsibility for adhering to the values of honesty and unquestionable integrity. To support a community committed to academic achievement and scholarship, the Code of Academic Integrity advances the principle of honest representation in the work that is produced by students seeking to engage fully in the learning process. The complete text of the Code of Academic Integrity is in the 2013-2014 Student Handbook and posted on the college's website.

SYLLABUS AMENDMENTS/DISCLAIMER

This syllabus is a guide and every attempt is made to provide an accurate overview of the course. However, from time to time this syllabus or class scheduled may need to be amended; circumstances and events may make it necessary for the instructor to modify the syllabus during the semester and may depend, in part, on the progress, needs, and experiences of the students. The instructor reserves the right to modify the syllabus

contents, policies, and course schedule assignments should it be determined that such a change would improve the effectiveness of the course.

Students will be notified of changes via email, and/or “Announcements” posted on the course site. Please check the announcements regularly.

The Student Handbook can be viewed at the following website:
http://www.pgcc.edu/Student_Life/Student_Handbook.aspx