COURSE DESCRIPTION:
Facebook, LinkedIn, Twitter and YouTube are social media (SM) platforms that have revolutionized the business world. Social media is no longer the cutting edge; it’s now the mainstream. Students will examine how businesses utilize SM platforms in order to be more efficient and productive. Companies use SM applications to connect with customers, to recruit, market and address customer complaints. We will examine the practices and processes conducted before and after the integration of SM technologies, predominantly into the Human Resource field. We will examine the benefits and legal risks companies face when utilizing SM tools. We will also examine the measures businesses need to take in order to avoid any negative repercussions.

In this course students will improve their academic skills in order to facilitate a successful academic career. Students will learn how to proactively respond to the changes and transitions they face as entering students.

Course Goals:
At the end of this semester, students will have achieved the following goals:

1. Strengthen academic performance and facilitate the transition to college
2. Enhance academic skills
3. Increase student interaction with both faculty and peers
4. Encourage student self-assessment and goal-clarification
5. Increase student involvement at UTEP

Required Textbook:
ATTENDANCE AND PARTICIPATION

You will receive a grade of a 100 every time you attend class, 50 points will count for being on time and 50 points will count towards class participation.

Attendance will be taken every class period at the beginning of class.

- Tardy is being late to class 7 minutes or more or leaving early from class. If you are tardy to class or do not participate, you will not obtain the total attendance points for the day.
  - Should you miss a class, you are responsible for finding out what you missed and submitting any assignment that is due.
  - Students can incur 2 absences without penalty. Any absences beyond those allotted, after the drop date, may result in your failure (‘F’) of this course.
  - If you are absent from class more than 4 times before the drop date, APRIL 6, the instructor has the right to withdraw you from this course.

Exemptions to this policy: Students engaged in official, verifiable university sanctioned business, or observing a religious holiday recognized by UTEP, or having a verifiable medical emergency. Bring all questions or concerns regarding this policy to my attention.

Exemptions cannot exceed more than 6 absences otherwise you will not earn any points for any occurrences afterwards.

WEKKLY QUIZ

- There will be a quiz every week on Thursday at the beginning of class.
- Students that are tardy (being late 7 minutes or more) will not be able to take the quiz.
- At times students will take their quiz with their assigned group. Students that do not arrive on time to class will not join their group and will take the quiz on their own.
- You will be able to use your hand-written notes.
- Students CANNOT MAKE UP ANY QUIZZES - NO EXCEPTIONS. I will drop the lowest two quiz grades.

IN-CLASS ACTIVITIES

- In-Class Activities must be completed in class
- They will be assigned randomly throughout the semester; hence, attendance is imperative. If there is not enough time to finish the assignment in class, the assignment will be turned in the following scheduled meeting day. Only the students that met on the day the assignment was given can turn it in.
- A student that is absent to class will receive a zero and will not be able to make up it up--NO EXCEPTIONS.
You are now a college student, you are expected to write at college level, at all times. Use correct grammar, syntax and punctuation AT ALL TIMES, ON EVERY ASSIGNMENT. Follow the instructions below for all typed documents. Failure to comply with this format will result in point deductions.

- ALL typed assignments need to be reviewed by the Writing Center, please take your assignment description sheet.
- All typed papers need to include your full name (see below) or have a cover sheet.
- ALWAYS staple your papers.
- Format: Double space, font size-12, any serif or sans serif font, left alignment, black ink on white paper; change margins to one inch.

Further instructions will be given as to how an assignment should be turned in, either in class or via Blackboard.

You can either type your name on page one or add a Cover Sheet.

Single Space
Do NOT include this information on page 2.

Name
Assignment Name (Ex: UTEP Event Paper #1: Mineraldooza)
CRN: XXXXX
Due Date

Indent and start writing, double space (DS) your paper, do not manually DS in between paragraphs, indent at the beginning of every paragraph.

EXTRA CREDIT

- Academic Success Skills Workshop: 5 points- will be added to your QUIZ grade.
  You can attend up to six (6) success skills workshops provided by the Entering Student Program. Submit proof of attendance that will be provided to you while attending the workshop to your peer leader.

- UTEP Event at Campus and Response- 5 points- will be added to your EXAM grade.
  Attend a UTEP Event at campus and submit a response paper due in the same month of the event. Different UTEP events will be posted in Blackboard. Only two will be accepted.

- Opportunity to earn extra credit will be given sporadically in class throughout the semester.
LATE WORK

- Any late assignment, handed in after the day it is due, will have a **30 point deduction per weekday**.
- All work must be submitted on the day it is due, even if you cannot be in class when the assignment is due. Assignments not submitted via Blackboard must be turned in at the **beginning of class**.

THE USE OF DIGITAL DEVICES

- No laptops permitted in class
- Silence and put away any electronic device before class starts. No texting permitted in class.
- If you expect an urgent call, set your phone to vibrate, seat close to the door and discretely exit the room BEFORE answering the phone.
- I have the right to confiscate your mobile device, during class time, if you are not adhering and complying with the stipulations above.

UTEP POLICIES

**CASS**- Reasonable accommodations will be provided to students with disabilities: 747-5148, Union E. 106

**Academic Integrity**- Scholastic dishonesty is never tolerated by UTEP or ESP, suspected cases will be reported to the Dean of Students for review.

**Copyright and Fair Use**: The university requires all members of its community to follow copyright and fair use requirements. Students are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend students nor assume any responsibility for student violations. Violations of copyright laws could subject students to federal and state civil penalties and criminal liability as well as disciplinary action under university policies.

**Student Conduct**: [From the Handbook of Operating Procedures: Student Affairs] Each student is responsible for notice of and compliance with the provisions of the Regents’ Rules and Regulation

**Exam Policy** [from UTEPs 2009-2010 Undergraduate Catalog] Exemption from final examination may not be given. It is the policy of the university not to administer a second final examination in the course. It is also university policy that students shall not have more than two final examinations in a single day. In the unlikely event that the examination schedule results in a student having three final examinations on a single day, the faculty member upon the request of the student shall reschedule the second.
Keep track of your grades in order to average your grade anytime throughout the semester. You must pass this course with a ‘C’ or better. If you do not pass, you will be required to retake this course.

### FINAL GRADE BREAKDOWN

- 30% Exams (15%) & Research Projects (15%)
- 20% Assignments & In-Class Activities
- 10% Attendance & Participation
- 10% UTEP Event papers (each paper is worth 5%)
- 10% Online Experience
- 15% Quizzes (10)
- 5% End of Semester Questionnaire

### Assignments & In-Class Activities:

Assignments need to be completed outside of class. You will find the assignment descriptions in BB, the due dates are posted in the tentative calendar on the syllabus and in BB as well.

In-Class Activities will be given during class time ONLY to those that attend class.

### Online Experience:

We will not meet in class during the week of March 9 through March 13. During that week the course will “go” online. Each student will be required to be online for a required amount of hours and will need to complete various assignments which will be due that week. More details will be provided in class.

### UTEP Event Response Papers:

You are required to attend two university sponsored events throughout the semester; you can attend any athletic event for this assignment, however only one event can be used for this assignment. You need to write about your experience, reflect on what you learned and mention how it relates to the university. Then submit a response paper with proof of attendance to fulfill all requirements for this assignment.

### End of Semester Questionnaire:

The UNIV 1301 End-of-Semester Survey will be sent to your miners email in April in order to obtain your feedback for this course. You will receive full credit once you complete the survey; I will receive an email with a list of students that completed the survey.

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**Borders Exams & Research Projects**

- Borders Exam 1.......................... February 19
- Research Project #1 ......................... March 5
- Borders Exam 2.............................. March 31
- Research Project #2 ......................... April 28
- Borders Exam 3.............................. May 5
- **Optional Comprehensive Borders Exam**
  Will replace the lowest Borders Exam grade

**Quizzes:**

There will be 12 quizzes given throughout the semester but only 10 will be calculated; the two lowest grades will be dropped.
Tentative Course Schedule

This syllabus is a guide for the course and is subject to change with advance notice, what will not change is the grading criteria and grading scale.

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<tr>
<th>WK</th>
<th>DATES</th>
<th>TOPICS/CLASS ACTIVITIES</th>
<th>DUE DATES</th>
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<tbody>
<tr>
<td>1</td>
<td>T 1/20 R 1/22</td>
<td><strong>PART I: WHAT ARE SOCIAL MEDIA AND HR?</strong>&lt;br&gt;Class discussion for this week: &lt;br&gt;- WELCOME TO UTEP &amp; UNIV1301! Course Syllabus, Facebook contract and <em>Borders</em>: Introduction &lt;br&gt;<strong>Presentation:</strong> College Classroom Etiquette &lt;br&gt;<strong>Videos:</strong> Gotta Share! (<em>TED Ideas worth Spreading</em>)</td>
<td>Thu, Jan22  ▪ Syllabus Quiz</td>
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<td>2</td>
<td>T 1/27 R 1/29</td>
<td><strong>PART 2: HOW DO COMPANIES USE SM?</strong>&lt;br&gt;Class discussion for this week: <em>Borders</em> Chapter 1: history of UTEP, college organizational structure, academic advising and article mentioned for this week&lt;br&gt;<strong>Jan 27:</strong> Students will be assigned into groups &amp; will schedule a meeting with the peer leader&lt;br&gt;<strong>Reading Assignment:</strong> Borders: Ch. 1 &amp; Article: Social Gathering</td>
<td>Tue, Jan 27  ▪ Reflection Paper #1&lt;br&gt;Thu, Jan 29  ▪ Upload BB Profile Pic ▪ Quiz</td>
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<td>3</td>
<td>T 2/3 R 2/5</td>
<td>Groups will present on UTEP’s History&lt;br&gt;<strong>Reading Assignment:</strong> Article: Facelift</td>
<td>Tue, Feb 3  ▪ UTEP’s History presentations&lt;br&gt;Thu, Feb 5 ▪ Quiz</td>
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***FEB 4 - - CENSUS DAY- LAST DAY TO DROP WITHOUT A “W”***
| 4 | T 2/10 R 2/12 | **Class discussion for this week:** *Borders* Chapter 5 & 10: Review of campus resources, student clubs and organizations in preparation for the campus resource scavenger hunt and article mentioned for the week.  
**Reading Assignment:** *Borders*, Ch. 5 & 10 and Article: Best Buy’s CEO Learning to love SM  
**February 10:** Scavenger Hunt  
**February 12:** Meeting Les! Library room | Thu, Feb 12  
- Peer Leader Visit #1  
- Outside Event Paper #1  
- Quiz |
|---|---|---|---|
| 5 | T 2/17 R 2/19 | **February 17:** Students will showcase their UTEP Scavenger Posters/Presentations | Tue, Feb 17  
- UTEP Scavenger Group Presentation Showcase  
**Borders Exam 1:** February 19 |
| 6 | T 2/24 R 2/26 | **ONLINE EXPERIENCE**  
We will not meet in class during the week of February 23rd through February 27th. During that week the course will “go” online. Each student will be required to be online for a required amount of hours and will need to complete various assignments which will be due that week. | Tue, Mar 3  
- Reflection Paper #2  
- What grade do I have for UNIV? (will be done during class time)  
Thu, Mar 5  
- Quiz  
**Research Project 1:** March 5 |
| 7 | T 3/3 R 3/5 | **PART 3: SOCIAL MEDIA POLICY**  
**Class discussion for this week:** Chapter 4: note taking, test taking, reading process, writing skills and public speaking skills and article posted on this week.  
**Reading Assignment:** *Borders*, Ch. 4 and article: The Fire Department and SM: What’s your Policy?  
**March 3:** Students will calculate their grade in class for this course. | Tue, Mar 17  
- Reflection Paper #3  
Thu, Mar 19  
- Annotated Bibliography on article assigned on week 9  
- Quiz |
| 8 | T 3/10 R 3/12 | **SPRING BREAK**  
*We will not meet during this week* | * * * * MARCH 30 - - Mid-term grades e-mail to freshmen via UTEP e-mail address * * * * |
| 9 | T 3/17 R 3/19 | **Class discussion for this week:** *Borders* Chapter 2: time management, semester and overall GPA calculation, diversity and article mentioned for the week.  
**Reading Assignments:** *Borders*, Ch. 2 and article: Six tips for creating a SM policy  
**March 17:** iMovie training at the ATLAS Lab in the UGLC | Thu, Mar 26  
- Quiz |
| 10 | T 3/24 R 3/26 | **-PART 4: SM AND RECRUITMENT**  
**Class discussion for this week:** *Borders* Chapter 3: Active Learning, learning styles and critical thinking skills and the article posted for this week.  
**Reading Assignment:** *Borders*, Ch. 3 and article: Finders keepers  
**March 26:** Advising Presentation | }
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| 11 | T 3/31 R 4/2 | Students will schedule a meeting with the peer leader. | Thu, Apr 2

- Outside Event Paper #2

**Borders Exam 2: March 31**

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| 12 | T 4/7 R 4/9 | Class discussion for this week: *Borders* Chapter 8: Review of career exploration, correlation between majors and careers and importance of community service and the article posted for this week. Reading Assignment: *Borders*: Ch. 3 and article: Too much information
  | April 7-University Career Center
  | April 9- Mock Job Interviews | Tue, Apr 7

- Questions for Career Center presenter
- Choices Planner

**Thu, Apr 9**

- Career Portfolio/Video Resume
- Quiz

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| 13 | T 4/14 R 4/16 | Class discussion for this week: *Borders* Chapter 6: Being present, avoiding procrastination, academic integrity policies and academic standing and article mentioned for the week. Reading Assignment: *Borders*: Ch. 6 and article: Battle Lines over online
  | April 14- Library Visit | Thu, Apr 16

- Scheduled and met with peer leader or instructor.
- Advising Assignment
- Quiz

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| 14 | T 4/21 R 4/23 | Part 5: Using SM at Work

Class discussion for this week: *Borders* Chapter 7: Create a healthy lifestyle, mental fitness, dating, managing stress and dealing with depression and view video assigned for this week
  | Reading Assignment: *Borders*: Ch. 7 and view video: Your online life, permanent tattoo
  | April 21-Student Health Clinic | Thu, Apr 23

- Reflection Paper #4
- Quiz

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| 15 | T 4/28 R 4/30 | Class discussion for this week: *Borders* Chapter 9: Student Loans, grants, scholarships and credit card and the article mentioned for the week.
  | Reading Assignments: *Borders*: Ch. 9 and article: And your FB password is... 
  | April 28-Students will showcase their Research Project | Thu, Apr 30

- Quiz

**Research Project 2: April 28**

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| 16 | T 5/5 R 5/7 | Students will take their last exam and have a presentation on academic standing for the upcoming term.
  | **ALL EXTRA CREDIT WORK IS DUE May 7** | Thu, May 7

- End-of-semester Survey
- Make-up Quiz

**Borders Exam 3: May 5**

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**Optional Comprehensive Borders Exam**

Will replace lowest Borders Exam Grade

- CRN: 24558 on Tuesday May 12th at 1:30-3:45 pm
- CRN: 25308 on Thursday May 14th at 1:30-3:45 pm

-8-