

# Strategic Digital Content and Social Media Writing Section 01

## ENGL 111

Spring 2025 Hybrid 4 Unit(s) 01/23/2025 to 05/12/2025 Modified 01/15/2025

### Course Description and Requisites

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Content writing and management, creating effective and ethical content, content auditing, integration, and assessment. Applications may include social media posts/campaigns, website copy, promotional materials, videos, podcasts, product and event descriptions, blog posts or articles, how-to/user guides, infographics, and FAQ pages. Activities include producing reports, conducting user research, and giving verbal presentations.

Prerequisite(s): Upper-division standing.

Letter Graded

### \* Classroom Protocols

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#### Generative AI

In this course, some uses of generative AI are accepted. We'll discuss specific assignments for which you might generate text or images using AI. You are never required to use AI, and we'll talk more about the ethical, legal, and environmental issues to consider when deciding whether and how to incorporate these tools.

### Program Information

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The following statement has been adopted by the Department of English for inclusion in all syllabi: In English Department Courses, instructors will comment on and grade the quality of student writing as well as the quality of ideas being conveyed. All student writing should be distinguished by correct grammar and punctuation, appropriate diction and syntax, and well-organized paragraphs. The Department of English reaffirms its commitment to the differential grading scale as defined in the SJSU Catalog ("The Grading System").

Grades issued must represent a full range of student performance:

- A = excellent;
- B = above average;
- C = average;
- D = below average;
- F = failure.

Within any of the letter grade ranges (e.g. B+/B/B-), the assignment of a +(plus) or -(minus) grade will reflect stronger (+) or weaker (-) completion of the goals of the assignment.

### Program Learning Outcomes (PLO)

Upon successful completion of an undergraduate degree program in the Department of English and Comparative Literature, students will be able to:

1. Read closely in a variety of forms, styles, structures, and modes, and articulate the value of close reading in the study of literature, creative writing, or rhetoric.
2. Show familiarity with major literary works, genres, periods, and critical approaches to British, American, and World Literature.
3. Write clearly, effectively, and creatively, and adjust writing style appropriately to the content, the context, and nature of the subject.
4. Develop and carry out research projects, and locate, evaluate, organize, and incorporate information effectively.
5. Articulate the relations among culture, history, and texts, including structures of power.

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### Department Information:

Department Name: English and Comparative Literature

Department Office: FO 102

Department Website: [www.sjsu.edu/english](http://www.sjsu.edu/english) (<https://www.sjsu.edu/english>)

Department email: [english@sjsu.edu](mailto:english@sjsu.edu) (<mailto:english@sjsu.edu>)

Department phone number: 408-924-4425

## Course Learning Outcomes (CLOs)

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Upon successful completion of this course, students will be able to:

1. **Develop comprehensive social media strategies** aligned with organizational or individual goals, encompassing target audience, content, channels, engagement, and measurement.
2. **Craft compelling and engaging social media content** that resonates with the target audience and drives desired outcomes.
3. **Analyze and evaluate the effectiveness** of social media content and strategies using available data.
4. **Understand and apply key terms and concepts** related to social media content strategy, demonstrating a strong foundational knowledge.
5. **Collaborate effectively** with clients or community partners, demonstrating strong communication and interpersonal skills.

6. Present social media strategies and findings in a clear, concise, and persuasive manner.
7. Develop a professional portfolio showcasing their skills and expertise in social media content strategy.
8. Stay abreast of emerging trends and technologies in the field of social media.

## Course Materials

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There is no required textbook for this course. Instead, we'll use material freely available online or through the SJSU Library.

## Course Requirements and Assignments

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A full description of each assignment is posted in the "Course Resources" module.

<b>Major Assignments</b>	
Social Media Audit	200 / 1000 points
Social Media Strategy	250 / 1000 points
Demo Social Media Posts	200 / 1000 points
Final Portfolio	150 / 1000 points
<b>Supporting Assignments</b>	
Partner Agreement Form	50 / 1000 points
Social Media Reports	100 / 1000 points
Team Platform Analysis	50 / 1000 points
Tool Reviews	50 / 1000 points

## Grading Information

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### Breakdown

Grade	Range	Notes
A	90 - 100%	
B	80 - 89%	
C	70 - 79%	

Grade	Range	Notes
D	60 - 69%	
F	0 - 59%	

## University Policies

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Per [University Policy S16-9 \(PDF\)](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on the [Syllabus Information](https://www.sjsu.edu/curriculum/courses/syllabus-info.php) (<https://www.sjsu.edu/curriculum/courses/syllabus-info.php>) web page. Make sure to visit this page to review and be aware of these university policies and resources.