

## **COMM 2110: Communication Technology Trends**

**Fall 2019, Online**

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**Course Description:** Introduction to current/emerging industry standard software including design, presentation, social media as used in organizations.

### **Textbook and Required Materials:**

Westerman, D., Bowman, N. D., & Lachan, K. A. (2018). *Introduction to mediated communication: Social media & beyond* (2<sup>nd</sup> ed.). Dubuque, Iowa: Kendall Hunt.

You will need access to a computer with Microsoft Office Suite (Word, Excel, and PowerPoint Required), a smartphone and/or tablet.

**Course Objectives:** Upon completion of this course, students will be able to:

1. Identify and demonstrate current communication applications for content, image creation, and use.
2. Demonstrate best practices for file management and sharing across platforms and formats.
3. Create presentations using contemporary techniques and tools.

### **National Communication Association Learning Outcomes in Communication (LOCs):**

*LOC #5 : Critically analyze messages*

- Identify meanings embedded in messages
- Articulate characteristics of mediated and non-mediated messages
- Recognize the influence of messages
- Engage in active listening
- Enact mindful responding to messages

### **Description of Major Assignments**

**Office Suite Tools (150 pts):** You will work with through lessons on word processing, spreadsheets, and presentation software. You will submit documentation for each completed lesson. Details of each assignment are provided in the course site.

**Mobile Tools Assignments (60 pts):** You will work with scanning documents with your mobile device and adapting images for social media use.

**Discussions (80 pts):** Discussion prompts are provided in the course site. For each discussion, you will post your response to the prompt and at least two thoughtful responses to your peers.

**Google Analytics (115 pts):** You will work with the Google Analytics Academy to develop an understanding the influence of messages and online content. You will also be asked to reflect on what you learn about mediated communication through these assignments. Additional details about Google Analytics Academy are provided in the course site.

**Media Tracking Assignment (20 pts):** This assignment gives you the opportunity to “listen” to your technology use. You will be asked to track your mediated communication use, specifically social media use, for a period of time and asked to reflect upon and respond to that information.

### Tentative Course Schedule

Date	Topic	Assignments
Week 1	Introductions, Assignment Overview	<ul style="list-style-type: none"> <li>• Read the Getting Started materials</li> <li>• Introduce yourself in the Multimedia Introduction Forum</li> <li>• Work through Module 1 materials</li> </ul>
Weeks 2 to 5	Office Suite Tools	<ul style="list-style-type: none"> <li>• Work through Module 2 materials</li> <li>• Read Chapter 1</li> <li>• Complete the Word Processing Assignment</li> <li>• Complete the Spreadsheet Assignment</li> <li>• Complete the Presentation Assignment</li> </ul>
Weeks 6 and 7	Mobile Tools	<ul style="list-style-type: none"> <li>• Work through Module 3 materials</li> <li>• Read Chapter 2 and Chapter 3</li> <li>• Complete the Scanning Assignment</li> <li>• Participate in the Mediated Communication Discussion</li> <li>• Complete the Image Sizing Assignment</li> </ul>
Weeks 8 to 10	News, Media, and Relationship	<ul style="list-style-type: none"> <li>• Work through Module 4 materials</li> <li>• Read Chapter 4, Chapter 5, Chapter 6, Chapter 7, and Chapter 8</li> <li>• View the Ted Talk</li> <li>• Participate in the Information Literacy Discussion</li> <li>• Participate in the Theories of Information Effects Discussion</li> <li>• Participate in the Connected Discussion</li> </ul>
Weeks 11 to 14	Google Analytics	<ul style="list-style-type: none"> <li>• Work through Module 5 materials</li> <li>• Read Chapter 9, Chapter 10, and Chapter 11</li> <li>• Complete Google Analytics for Beginners assignment</li> </ul>

		<ul style="list-style-type: none"> <li>• Complete the Advanced Google Analytics assignment</li> <li>• Complete the Reflection Assignment</li> </ul>
Weeks 15 and 16	Entertainment	<ul style="list-style-type: none"> <li>• Work through Module 6 materials</li> <li>• Read Chapter 12 and Chapter 13</li> <li>• Complete Media Use Tracking Assignment</li> </ul>
Week 17	Final	<ul style="list-style-type: none"> <li>• Work through Module 7 materials</li> <li>• Complete the Final</li> </ul>