

University of Florida

Academic Affairs

Academic Colleges

College of Journalism & Communications

Certificates

Social Media Professional

Social Media Certificate Mission

The University of Florida's mission is to excel as a public land-grant, sea-grant and space-grant research university, one of the most comprehensive in the United States. The university encompasses virtually all academic and professional disciplines. It is the largest and oldest of Florida's eleven universities, a member of the Association of American Universities and has high national rankings by academic assessment institutions. Its faculty and staff are dedicated to the common pursuit of the university's threefold mission: teaching, research and service.

The College of Journalism and Communication's mission is to prepare exemplary professional practitioners and scholars for journalism and communications fields and to generate and exchange new knowledge about these fields. The College is the home for the world's most respected educators and scholars who advance the value, practice, and understanding of journalism and communications in a democratic society. The faculty are committed to preparing professionals and scholars to practice and teach in a global society, providing leading research and service while generating and sharing knowledge.

The Division of Graduate Studies in the College of Journalism and Communications seeks to advance understanding of how mass media and communications contribute to democracy, the economy and a diverse society, and to create graduates who can contribute to this understanding and dialogue. Our graduates learn how to advance the body of knowledge in mass communication by critically evaluating and investigating media theory, research, and applied knowledge. As such, we prepare professionals, educators, and scholars who, through management and research, can provide leadership and service to their fields both nationally and internationally.

Digital media represent one of the newest platform for the creation of journalism and communications messages. The Certificate in Social Media provides an introduction to strategic, design, and creation competencies needed for effective use of social media for business purposes. Such sites are increasingly a central to the audience messaging plans of major news and communications organizations.

SLO 1 2014-2015: 1. Identify, describe, explain, and apply professional knowledge to evaluate and address a communication problem.

Objective: To demonstrate a fundamental understanding of research tools that will help plan for and evaluate the effectiveness of online communications methods including a multitude of social media and web tools.

Project: Each student will prepare a final research proposal paper in proper APA style. The final paper will be a research proposal that will include an introduction, a literature review, and a proposed research method for measuring effectiveness of an interactive medium of your choice. The proposal should provide clear understanding of the method you would use to answer a research question or organizational issue and a proposal of how you would do it.

Requirements:

- Final paper should be between 10 and 15 pages without title and references
- Paper should include academic references based on research in the field of communications as well as references from trade journals and professional publications
- Each paper must outline an area in the field of mass communications where social media could be applied and examined

One of the research methods discussed during the course should be used to examine the research questions proposed

SLO Area (select one): Knowledge (Grad)

Assessment Method

Project graded using the following rubric

Criterion	Excellent (3 points)	Average (2 points)	Below Average (1 point)
Research	Expertly draws from diverse sources using both analysis and synthesis to illuminate the subject.	Competently evaluates applicable material with some analysis, if not synthesis.	Material is presented without analysis or synthesis and uses little academic research and instead relies on trade journals and professional publications.
Methods	Demonstrated a thorough understanding of the research method proposed and how it could be used to examine the intended area of study.	Research method is clear and coherent but does not demonstrate a clear understanding of how it should be used to examine the intended area of study.	Explanation of research method is vague or incoherent, or omits crucial concepts to demonstrate understanding.
Writing and Style	Precise syntax and superior usage of grammar, punctuation and spelling result in a coherent and intelligible paper. Consistently follows APA style.	Syntax is clear and the relatively few grammar, punctuation or spelling errors do not impede understanding. APA style is generally followed, and any errors do not hamper readability.	Syntax is sometimes garbled and errors in grammar, punctuation and spelling disrupt understanding. APA style is applied so inconsistently that readability is affected.

Rubric is used to create overall score according to the following rules:

Exceeds expectations: Student work is scored as “excellent” on at least two dimensions AND is not “below average” on any dimension.

Meets expectations: Student work does not rise to the level of “exceeds expectations” however the student is not scored as “below average” on any dimension.

Fails to meet expectations: Student work is scored as “below average” on one or more dimensions.

SLO 2 2014-2015: 2. Create a professional message relying on skills, analysis and synthesis.

Objective: To demonstrate an understanding of Integrated Marketing Communications (IMC), target audiences, and Search Engine Optimization (SEO).

Project: Create an integrated marketing/media communications plan for a real world company.

Requirements: Plan must include a company analysis including identifying the company’s target audience. Review the company’s website for opportunities to improve SEO, IMC, reaching other social media channels, and overall content.

Write a 300-500 word blog post for the company to utilize. Make sure to use strong keywords, include images/links if relevant and note the label/tags that would go along with the post. The goal is to help them improve content and SEO efforts and promote an event for the company.

In addition, you will create a week’s worth of social media content to support your IMC efforts as well as to promote an event for the company. This content should not only support the purpose of the event, but also work in the campaign/goals you have chosen.

SLO Area (select one): Skills (Grad)

Assessment Method

Rubric for creating a message is project in MMC5006 , An integrated media communications plan

Criterion	Excellent (3 points)	Average (2 points)	Below Average (1 point)
Quality	Work demonstrates exceptional creativity, innovation, and superior application of IMC and SEO.	Work demonstrates adequate creativity, innovation, and application of IMC and SEO.	Work lacks creativity, innovation, and understanding of IMC and SEO.
Follows Guidelines	Excellent use of marketing principles to reach target audience and promote event.	Most IMC and SEO principles were executed but content was not as strong.	Did not adhere to IMC and SEO principles resulting in a weak promotion.
Completeness	Project includes all set requirements and overall IMC and SEO are relevant and applicable.	Project covers most requirements but overall IMC and SEO plans are lacking in organization and creativity.	Missing requirements and content lacks answers and/or organization to thoughts.

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Social Media Certificate

Start: 7/1/2014

End: 6/30/2015

Progress: Ongoing

Providing Department: Social Media Professional

Responsible Roles:

Research (Graduate and Professional AAPs only)

Assessment Timeline (Graduate and Professional AAPs only)

Curriculum Map (UG AAPs only)

Assessment Cycle (All AAPs)

Social Media

College of Journalism and Communications

Analysis and Interpretation:

May – June annually

Improvement Actions:

Completed by August 1 of each year

Dissemination:

Completed by September 1 of each year

SLOs	Year 13-14	14-15	15-16	16-17
Address Communication Problem #1		X	X	X
Create message #2		X	X	X

Methods and Procedures (UG and Certificate AAPs) & SLO Assessment Matrix (UG AAPs only)

Student Learning Outcome Stated in Measurable Terms	Assessment Method	Results (Data Summary and Interpretation)
<p>Identify, describe, explain, and apply professional knowledge to evaluate and address a communication problem.</p>	<p>Objective: To demonstrate a fundamental understanding of research tools that will help plan for and evaluate the effectiveness of online communications methods including a multitude of social media and web tools.</p> <p>Project: Each student will prepare a final research proposal paper in proper APA style. The final paper will be a research proposal that will include an introduction, a literature review, and a proposed research method for measuring effectiveness of an interactive medium of your choice. The proposal should provide clear understanding of the method you would use to answer a research question or organizational issue and a proposal of how you would do it.</p> <p>Requirements:</p> <ul style="list-style-type: none"> • Final paper should be between 10 and 15 pages without title and references • Paper should include academic references based on research in the field of communications as well as references from trade journals and professional publications • Each paper must outline an area in the field of mass communications where social media could be applied and examined • One of the research methods discussed during the course should be used to examine the research questions proposed 	<p>All students successfully completing the program will demonstrate a thorough understanding of design as evidenced by performance on this task. Outcomes are assessed using the rubric provided below.</p>
Use of Results for Improving Student Learning		
<p>Improved and updated curriculum, improved mentoring of certificate students, course modification</p>		

Student Learning Outcome Stated in Measurable Terms	Assessment Method	Results (Data Summary and Interpretation)
<p>Create a professional message using professional skills, analysis and synthesis.</p>	<p>Final Project MMC 5006 – Integrated Marketing/Media Communications Plan</p> <p>Objective: To demonstrate an understanding of Integrated Marketing Communications (IMC), target audiences, and Search Engine Optimization (SEO).</p> <p>Project: Create an integrated marketing/media communications plan for a real world company.</p> <p>Requirements: Plan must include a company analysis including identifying the company’s target audience. Review the company’s website for opportunities to improve SEO, IMC, reaching other social media channels, and overall content.</p> <p>Write a 300-500 word blog post for the company to utilize. Make sure to use strong keywords, include images/links if relevant and note the label/tags that would go along with the post. The goal is to help them improve content and SEO efforts and promote an event for the company.</p> <p>In addition, you will create a week’s worth of social media content to support your IMC efforts as well as to promote an event for the company. This content should not only support the purpose of the event, but also work in the campaign/goals you have chosen.</p>	<p>All students successfully completing the program will demonstrate a thorough understanding of design as evidenced by performance on this task. Outcomes are assessed using the rubric provided below</p>
<p>Use of Results for Improving Student Learning</p>		
<p>Changes in process, improved mentoring, changes in class content, additional training</p>		

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Methods	Demonstrated a thorough understanding of the research method proposed and how it could be used to examine the intended area of study.	Research method is clear and coherent but does not demonstrate a clear understanding of how it should be used to examine the intended area of study.	Explanation of research method is vague or incoherent, or omits crucial concepts to demonstrate understanding.
Writing and Style	Precise syntax and superior usage of grammar, punctuation and spelling result in a coherent and intelligible paper. Consistently follows APA style.	Syntax is clear and the relatively few grammar, punctuation or spelling errors do not impede understanding. APA style is generally followed, and any errors do not hamper readability.	Syntax is sometimes garbled and errors in grammar, punctuation and spelling disrupt understanding. APA style is applied so inconsistently that readability is affected.

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CREATE MESSAGE

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Follows Guidelines	Excellent use of marketing principles to reach target audience and promote event.	Most IMC and SEO principles were executed but content was not as strong.	Did not adhere to IMC and SEO principles resulting in a weak promotion.
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Measurement Tools (Graduate and Professional AAPs Only)

Assessment Oversight (All AAPs)

A. Assessment Oversight

Use this Assessment Cycle template for your plan. Add or delete rows as needed to accommodate your SLOs.

Assessment Cycle for:

Program MAMC College Journalism and Communications

Analysis and Interpretation: Graduate Director, Andrew Selepak

ations:

Completed by Distance Working Group (Michael Weigold, Debbie Treise, Juan Carlos Molleda, Andrew Selepak, Vonne Smith)

Dissemination: Completed by Distance Working Group

Academic Assessment Plan Entry Complete: