Syllabus

**SUBJECT:** SOCIAL NETWORKS

**COURSE:** 1ST TERM: 1ST & 2ND

**DEGREE:** ADVERTISEMENT & PUBLIC RELATIONS

**MODALITY:** ON CAMPUS

**COURSE 2020/2021**

**FACULTY OF HUMANITIES & COMMUNICATION SCIENCES**
1. SUBJECT IDENTIFICATION

1.- ASSIGNMENT:

Name: Social Networks
Code: d128
Course(s) in which it is taught: 1st
Semester(s) in which it is taught: 1st and 2nd
Type: Core Subject
ECTS: 6
ECTS hours: 30
Language: English
Modality: On-Campus
Degree in which the subject is taught: Journalism, Audiovisual Communication, Digital Communication, Humanities and Advertising and Public Relations.
Faculty in which the degree is taught: Humanities and Communication Sciences

2.- ORGANIZATION OF THE SUBJECT:

Department: Journalism
Area of knowledge: Journalism

2. LECTURERS OF THE COURSE/SUBJECT

1.- IDENTIFICATION OF THE PROFESSORS:

Subject Manager
Name: Dr. Ainhoa Torres Sáez de Ibarra
Phone (ext): 91 456 42 00 - 14520
Email: ainhoa.torressaezdeibarra@ceu.es
Office: C/ Julián Romea 2 (Hub)
Teaching and Researcher Profile: Assistant Professor, Ph.D.
Research Lines: Digital journalism and social media

Teachers
Name: Dr. María Alcalá-Santaella Oria de Rueda
Phone (ext): 91 456 42 00 - 14271
Email: alcala.fhm@ceu.es
Office: Paseo Juan XXIII, 3, Department Directors Office
Teachers | CONTACT DETAILS
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**Name:** | Dr. D. Fernando Bonete Vizcaíno
**Phone (ext):** | 91 456 42 00 - 14250
**Email:** | fernando.bonetevizcaino@ceu.es

Teachers | CONTACT DETAILS
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**Nombre:** | Dña. Arancha Segura Martín
**Phone (ext):** | 91 456 42 00
**Email:** | arancha.seguramartin@ceu.es

2.- **TUTORIAL ACTION:**

For all subject-related subject seminars, students can contact teachers via e-mail, phone and at their office during tutoring hours (to be made public on the student’s portal)

3. **DESCRIPTION OF THE SUBJECT**

This subject will teach students: the acquisition of theoretical-practical knowledge, the application of technologies and tools necessary for the laying down and transmission of content through social networks. Creativity stimulation techniques used in the planning and production of journalistic and commercial content on social networks. And the mastery and management of the technical tools necessary for the transmission of messages.

4. **COMPETENCIES**

1.- **COMPETENCIES:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education and is usually seen as a level that, even though based on advanced textbooks, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BC2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BC3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BC4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
</tr>
</tbody>
</table>
### Code Specific Competencies

| SC4 | That students have understood communications networks, their structure, applications and services; and know how to produce and manage the image and information content of institutions, media and companies. |

### 2. LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning Results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The acquisition of a set of basic theoretical and practical knowledge to develop projects in the online environment.</td>
</tr>
<tr>
<td></td>
<td>Development and mastery of skills in managing and creating content on social networks.</td>
</tr>
<tr>
<td></td>
<td>Knowledge on the application of different production strategies.</td>
</tr>
</tbody>
</table>

### 5. EDUCATIONAL ACTIVITIES

#### 1. STUDENT WORK DISTRIBUTION:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Presential Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AF2</td>
<td>Seminar</td>
<td>30</td>
</tr>
<tr>
<td>AF3</td>
<td>Practices</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Total Hours</td>
<td>60</td>
</tr>
</tbody>
</table>

#### 2. DESCRIPTION OF EDUCATIONAL ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EA2 Seminar</strong></td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td><strong>EA4 Practices</strong></td>
<td>Educational activity aimed preferably at the skill of applying knowledge (skill 2 MECES) and representative of the practical activities or areas (laboratories, radio studios and television studios and/or any spaces pertinent to the field of communication).</td>
</tr>
<tr>
<td><strong>EA7 Self-employment Student</strong></td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
</tbody>
</table>
6. EVALUATION SYSTEMS AND CRITERIA

1.- CLASS ASSISTANCE:

- In order to qualify for the continuous evaluation system, 75% of the theory classes are required (attendance checks will be carried out). Since the student may miss 25% of the total classes, no justifications for absences will be accepted.
- Attendance in the practical classes is mandatory.
- Attendance at conferences organized by the Department, specific to the degree or linked to a subject, is considered of great interest for the training of students and the acquisition of skills. Therefore, attending these activities may be recognized by the teacher as course credit.

2.- EVALUATION SYSTEMS AND CRITERIA:

<table>
<thead>
<tr>
<th>ORDINARY CALL EXAM (Continuous Evaluation)</th>
<th>Code</th>
<th>Name</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE2</td>
<td>Partial exam *</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>SE2</td>
<td>Final exam *</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>SE4</td>
<td>Practical activities and simulations**</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>SE5</td>
<td>Project**</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>

As per the Department’s rules: misspelling will subtract 1 point from the final qualification, each tilde will subtract 0.25 points.

<table>
<thead>
<tr>
<th>EXTRAORDINARY CALL EXAM</th>
<th>Code</th>
<th>Name</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE2</td>
<td>Final Exam: Theoretical Part + Practical Part</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>SE5</td>
<td>Jobs***</td>
<td>40%</td>
<td></td>
</tr>
</tbody>
</table>

Those students who have passed the internship in ordinary call, will maintain their qualification for extraordinary call.

As per the Department’s rules: misspelling will subtract 1 point from the final qualification, each tilde will subtract 0.25 points.

* A minimum grade or equal to 5 is needed to pass this subject. Failing to pass this exam, will result in the student failing the subject since no average will be done to the total grades.
** Submitting 100% of the practical activities is an indispensable requirement to pass the subject. Failing to deliver each and every deliverable plus all the Internship’s deliverables will result in failing the subject. The average between internship deliverables and coursework deliverables must be 5 or more to be able to do the average with the rest of the subject’s marks.

The student who fails pass the subject in the ordinary call, must take the final exam for the extraordinary call and submit the mandatory internship’s deliverables and coursework deliverables requested by the teacher, in order to pass the subject.
3.- DESCRIPTION OF EVALUATION SYSTEMS:

<table>
<thead>
<tr>
<th>Evaluation Systems</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>ES2 Test Written</td>
<td>Tests, short response questionnaires, long response questionnaires (essay style), practical exercises, case studies and legal issues.</td>
</tr>
<tr>
<td>ES4 Evaluation of Practices and Simulations</td>
<td>Practical exercises and simulations.</td>
</tr>
<tr>
<td>ES5 Job evaluation</td>
<td>Reviews, research projects, reports, official statements</td>
</tr>
</tbody>
</table>

7. SUBJECT PROGRAM

1.- COURSE PROGRAM:

THEORETICAL PROGRAM:

Item 1. SOCIAL NETWORKS AND DIGITAL COMMUNICATION: THE USER AT THE CENTER OF THE PARADIGM

Item 2. SOCIAL NETWORKS APPLIED

Item 3. CREATION AND POSITIONING OF CONTENT ON SOCIAL NETWORKS

Item 4. ONLINE REPUTATION AND CRISIS

Item 5. INTRODUCTION TO SOCIAL MEDIA ANALYTICS

PRACTICE PROGRAM:

The practical exercises of the subject will aim to review content for different social networks as well as the planning of communication campaigns for social networks.

8. SUBJECT BIBLIOGRAPHY

1.- BASIC BIBLIOGRAPHY:


LANIER, Jaron. *Diez razones para borrar tus redes sociales de inmediato*.


2.- COMPLEMENTARY BIBLIOGRAPHY:


MOYA, EVA (2013) *Inteligencia en redes sociales: despertando el potencial del community manager*. UOC. Barcelona


SEGOVIA, Adrián (2017) *La medición en plataformas sociales*. UOC. Barcelona

4.- UTILITY WEB RESOURCES:

It will be useful for the student to periodically consult the following web addresses related to news about the digital field:

http://www.ticbeat.com/
Actualidad y análisis en tecnología, tendencias y aplicaciones web, Social Media y las TIC en la empresa.

http://tecnologia.elpais.com/tag/redes_sociales/a/
Noticias sobre redes sociales incluidas en la sección de Tecnología del diario El País.

http://www.abc.es/tecnologia/redes/
Noticias sobre redes sociales incluidas en la sección de Tecnología del diario ABC.

http://www.elmundo.es/tecnologia.html
Sección de Tecnología del diario El Mundo.

http://233grados.lainformacion.com
Blog sobre la situación actual de los medios de comunicación. Punto de encuentro para hablar sobre medios online: iniciativas, innovación, etc.

http://socialmediatoday.com/
Social media site.
9. BEHAVIORAL RULES

1.- RULES:

Failures in Academic Integrity (absence of subpoena from sources, plagiarism of work or misuse/prohibited use of information during exams), as well as signing on the attendance sheet by a colleague who is not in class, will imply the loss of continuous evaluation, without prejudice to the sanctioning actions that are established.

CRITERIA FOR PENALIZING MISSPELLINGS

In order to unify criteria on which we can rely when correcting the spelling of our students, the criteria set by the Faculty will be followed: A lack of spelling is one less point in the total grade of the exercise performed. Two misspellings are penalized with three points less. Three misspellings represent the suspension of that exercise, whatever its classification as to the contents. Each lack of accentuation will subtract 0.25 from the total rating.

With the requirement of these criteria in the continuous evaluation exercises, it is intended that students are aware of the importance of a good knowledge of their own language not only throughout their career but, more importantly, in the development of the professional future.

In addition, the Rules of Behaviour collected on the website of the Faculty of Humanities and Communication Sciences shall apply: [http://www.uspceu.com/portals/0/docs/facultad-de-humanidades/Presentacion/Informacion-Util/normas-de-comportamiento.pdf](http://www.uspceu.com/portals/0/docs/facultad-de-humanidades/Presentacion/Informacion-Util/normas-de-comportamiento.pdf)

10. EXTRAORDINARY MEASURES

In the event of an exceptional situation preventing the provision of face-to-face teaching under the appropriate conditions for this purpose, the University shall take the appropriate decisions and shall apply necessary measures to ensure the acquisition of the skills and learning outcomes of the students established in this Teaching Guide, in accordance with the Teaching Coordination Mechanisms of the Internal Quality Assurance System of each degree.