Florida Institute of Technology

ADDING A NEW COURSE TO THE CURRICULUM

New courses are available beginning with the fall term in which they appear in the University Catalog.

SUBJECT RM COURSE NO. 3611 CREDIT HOURS 3 ACADEMIC YEAR TO BE ADDED TO THE FILE Fall 2017

*Justify level if 1000-level+ and no co- or prerequisites

CLASS HOURS 45/semester LECTURE HOURS 45/semester LAB HOURS 0/semester CONTACT HOURS (CEU ONLY)

DEPARTMENT Extended Studies SCHEDULE TYPE Lecture (A), Virtual ()

☑ COLLEGE OF AERONAUTICS - 22 ☐ COLLEGE OF SCIENCE - 26
☑ NATHAN M. BISK COLLEGE OF BUSINESS - 24 ☐ EXTENDED STUDIES/NMMA COLLEGE OF BUSINESS - 90
☑ COLLEGE OF ENGINEERING - 1 ☐ SCHOOL OF HUMAN-CENTERED DESIGN, INNOVATION & ART - 28
☒ COLLEGE OF PSYCHOLOGY AND LIBERAL ARTS - 25

COMPUTER TITLE Social Media Intelligence RESTRICTED TO 25 characters, including spaces

This course will be entered into the system as: Bi-Level ☐ Cross-Listed ☐ Dual-Numbered ☐ Full-Load ☐ None of these/Standard Listing ☐

CATALOG TITLE Social Media Intelligence

CATALOG DESCRIPTION OF COURSE Restricted to 350 characters, including spaces

Explores current social media environments. Focuses on potential utility as a source for intelligence. Explores strategies, techniques, tools and best practices with a focus on information/intelligence gathering.

This description has been approved by the catalog office. Catalog & Curriculum Manager Date

In addition, please attach a course syllabus and/or more detailed description.

RESTRICTIONS ☐ Prerequisite INT 3012 ☐ Corequisite ☐ and ☐ or
☒ Prerequisite PSY 3012 ☐ Corequisite ☐ and ☐ or
☒ Prerequisite ☐ Corequisite ☐ and ☐ or

ADDITIONAL RESTRICTION ☐ and ☐ or

GRADING TO BE ISSUED ☐ A, B, C, D, F ☐ A, B, C, D, F, CEU/Audit
☐ CEU ☐ S, U ☐ P, F ☐ Other

If this course replaces a course currently offered in Banner, please indicate old course information and the date/term the course may be removed from the system.

SUBJECT Alpha Prefix (e.g., CSE) COURSE NO. (e.g., 1301) TERM TO INACTIVATE
☐ Yes ☐ No Will this course be used to measure program level student learning outcomes? If yes, review and signature required.**
☐ Yes ☐ No Will this course be used to satisfy the scholarly inquiry requirement? If yes, attach "Q" materials for review.
☐ Yes ☐ No Will this course impact any existing programs? If yes, attach "Changing Graduation Requirements" form for each program that is impacted.

APPROVALS: On completion of description and course number verification, affix appropriate signatures as indicated, and submit to the Office of Graduate Programs, or Undergraduate Curriculum Committee Chair for placement on agenda.

Originator

Chair, Graduate Council Date

Chair, Undergraduate Curriculum Committee Date

**Vice President for Institutional Effectiveness Date

CATALOG & CURRICULUM MANAGER

REGISTRAR'S USE ONLY

SCARCSE SCADERI SCACREQ SCARGSE

SCARES Operator Init. Date

Florida Institute of Technology • Office of the Registrar
150 West University Boulevard, Melbourne, FL 32901-4975 • (321) 674-8114 • Fax (321) 674-8527
RGR 095-916
Syllabus: CRM 3611 – Social Media Intelligence

Credit hours: 3

Description: Explores current social media environments. Focuses on potential utility as a source for intelligence. Explores strategies, techniques, tools and best practices will be explored with a focus on information/intelligence gathering.

Prerequisites: INT 3012 or PSY 3012


Course Objectives: At the conclusion of the course the student should be able to:

1. Define Social Media.
2. Discuss the relationship between Social Media and intelligence practices.
3. Recognize and demonstrate Social Media Strategies used in Studies.
4. Demonstrate gathering of information and formulation of opinions.

Course Topics (allotted time per topic):

1. Beginning of Social Media Intelligence (7 hours)
2. Opinion Formulation (10 hours)
3. Case Studies (12 hours)
4. Managing Social Media (12 hours)
5. Midterm and Final (4 hours)

Course Requirements: This course includes a variety of discussion issues, readings, exercises, lectures and assessments.

Grading Scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Total Points</th>
<th>Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Studies</td>
<td>20%</td>
<td>1000-900</td>
<td>A</td>
</tr>
<tr>
<td>Discussions</td>
<td>20%</td>
<td>899-800</td>
<td>B</td>
</tr>
<tr>
<td>Mid-Term</td>
<td>20%</td>
<td>799-700</td>
<td>C</td>
</tr>
<tr>
<td>Final</td>
<td>20%</td>
<td>699-600</td>
<td>D</td>
</tr>
<tr>
<td>Paper</td>
<td>20%</td>
<td>599-0</td>
<td>F</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>