

UCIRVINE | EXTENSION

**Social Media and Web 2.0
Specialized Studies Program**



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OVERVIEW

Social media and Web 2.0 represent the World Wide Web functionality and tools now utilized by individuals and businesses to share information, facilitate commerce, and influence broad communities. Industries have been transformed as a result of these tools. Businesses are realizing that social media is both an opportunity and a challenge. On the one hand, the interactivity of the web now allows for new marketing, communications and competitive innovation to be realized via low cost mechanisms with significant return on investment. On the other hand, the social media tools have become distracters requiring creation of policies regarding employee use and abuse, risk management, and corporate responsibility.

Initial courses introduce a variety of social media and web 2.0 concepts and tools including social networks, blogs, wikis, podcasts, and much more. With an understanding of the tools, students will then learn how to leverage them in order to improve marketing, research, communications, customer support, brand reputation, competitive intelligence, product development, collaboration and knowledge capture. Audience profiling, mapping metrics and measuring results of social media tactics will be explored recognizing that business tactics should result in measurable return on investment. Recognizing that social media and web 2.0 tools and concepts are also an internal challenge, courses will also focus on appropriate human resource policies, legal restraints, and ethical considerations.

WHO SHOULD ENROLL

This specialized studies program is intended for undergraduates and professionals in marketing, web design and development, web intelligence, business intelligence, investor relations, fundraising, and others who should be harnessing the power of social media and web 2.0 to more effectively communicate, implement and evaluate business and personal strategies, goals and objectives.

CERTIFICATE AWARD REQUIREMENTS

A specialized studies award in Social Media and Web 2.0 is awarded by UCI Extension to candidates who complete 9 quarter units (90 hours) from the list of core courses with grades of "C" or better. Requirements must be fulfilled within five years from the date of enrollment in the program. Students who want to obtain an award should apply for candidacy prior to completion of the third course in the

program. Students not pursuing the award are welcome to take as many individual courses as they wish and may choose non-graded options.

To receive the award, submit a Request for Certificate form when enrolled in your last course in the program. All requirements must be completed within five (5) years after the student enrolls in his/her first course.

For more information about the program, please contact Donna Dang at donna.dang@uci.edu or (949) 824-4630.

PROGRAM BENEFITS

- Distinguish the characteristics of Web 2.0 and Social Media
- Analyze impacts of social media and web 2.0 on current business and marketing environments
- Explore how to leverage these inexpensive tools for maximum ROI
- Integrate the use of social media tools into implementation of strategic initiatives, goals and objectives
- Develop social media management policies
- Prepare audience profiles, map metrics and measure results of specific social media driven tactics

PROGRAM FEES

The total cost of the program varies depending on the courses chosen. Actual fees may differ from the estimate below. Fees are subject to change without prior notice.

Course Fees (\$350-\$585 per course)	\$2740
Candidacy Fee	\$35
Textbooks	\$300
Parking (\$34/quarter)	\$102
Total Estimated Cost	\$3177

LIST OF COURSES

COURSE #	CORE COURSES (<i>choose 9 units</i>)	UNITS	WI	SP	SU	FA
Mgmt X461.19	Social Media Marketing in the 21 st Century	1.5		O		O
Mgmt X461.51	Social Media and Web 2.0 Essentials and Possibilities: An Overview of the Tools and Business Objectives	2.5		O		O
Mgmt X461.53	Social Media Research, Metrics and Evaluation – Knowing Your Audience and Analyzing Results	1.5			O	
Mgmt X461.57	Integrating Social Media Within Marketing Campaigns	1.5			C	
Mgmt X461.58	Social Media and Corporate Responsibility & Opportunity	3	C			
Mgmt X461.17	Electronic Marketing	3.0	O	O	O	O
Mgmt X466.7	Using Social Media as a Tool for Public Relations	1.5				O
Mgmt X461.54	Developing a Social Media Strategy	2.5				C

Note: Schedules are subject to change. Visit our website at www.extension.uci.edu for the most current schedule.

WI=Winter, SP=Spring, SU=Summer, FA = Fall C = Classroom O = Online

For online courses, please visit <http://learn.uci.edu> for more information on how our online courses work.

CORE COURSES

Social Media Marketing in the 21st Century Mgmt X461.19 (1.5 units)

Social network marketing (a.k.a. viral marketing) has become a lower cost, innovative way to exponentially increase the marketing reach of companies. Companies, such as Facebook, MySpace, and LinkedIn, have become the premier examples of how companies have leveraged this new way of marketing. This class will explore social networking and how companies have utilized this technique to increase its member base, which has led to incremental streams of revenue or opportunities for potential buy-outs and offers. Whether someone is starting his or her own business or managing a business unit within a company, this class will assist in thinking through when and how to apply social networking.

Social Media and Web 2.0 Essentials and Possibilities: An Overview of the Tools and Business Objectives

Mgmt X461.51 (2.5 units)

Social Media and Web 2.0 have taken the internet from a static “information highway” to a platform that allows businesses and individuals to strategically market, collaborate, train and interact in new ways. Forward thinking businesses are incorporating Web 2.0 thinking to gain greater market share and increase revenues. Common tools used are blogs, wikis, social networking and bookmarking sites, podcasts, portals and much more. But, how can these tools be positively utilized and what are the downsides? This course explores and defines Web 2.0, Social Media and a variety of the tools available as well as providing insight into how to determine how to best to utilize these possibilities in a variety of business settings.

Social Media Research, Metrics and Evaluation—Knowing Your Audience and Analyzing Results Mgmt X461.53 (1.5 units)

Messages are only as good as the ability to effectively reach appropriate audiences and resonate with them as well as to obtain a positive return on the investment. Learn how to define intended audiences and determine the tactics and strategies that will best reach and resonate with those audiences. Develop metrics for social media tactics, measure outcomes and analyze results to determine how effectively social media and web 2.0 tools and concepts can, or should, be utilized.

Integrating Social Media Within Marketing Campaigns

Mgmt X461.57 (1.5 units)

In this course students will explore and utilize techniques for integrating Social Media marketing as an integral component of marketing campaigns, serving as listening and outreach tools for building brand awareness and promoting business. Through an investigation of tools which include internet forums, message boards, blogs, wikis, podcasts, picture sharing, video sharing, and social networking, students will learn how social media can be leveraged as a powerful alternative to traditional interruptive advertising. Students will have the opportunity to create and present a written plan for achieving business goals through the use of a social media marketing campaign.

Social Media and Corporate Responsibility & Opportunity

Mgmt X461.58 (3 units)

This course represents the capstone class of the social media program. During this class students will develop a social media strategy as part of gaining a complete understanding of the POST (people, objectives, strategy, technology) strategy process. Social media and the next-generation Web platforms that make media sharable (broadly called web 2.0) is a highly disruptive phenomenon impacting organizations of every kind even if not proactively engaged in social media. The market forces of the expansion of the web are impacting the competitive landscape and business processes. Business leaders must be prepared to manage the accompanying fundamental cultural and process shifts. They should build cohesive strategies that integrate social media into sound business practices. This is an applied strategy course, providing a methodology to approach and plan a social media strategy in the enterprise. It introduces and applies technographics and social computing behaviors as more appropriate audience profiling techniques than traditional demographic profiling. This course contrasts traditional and non-traditional strategy and communications practices, presents a strategic methodology for social media, and assists in effectively implementing social media channels and venues for achieving business or brand objectives.

**Electronic Marketing
Mgmt X461.17 (3.0 units)**

Determine what it is you want your Web site to do, then learn how to make your site accomplish those objectives. Strategic use of the Internet can increase the efficiency and effectiveness of your overall marketing program when you know what options are available to you in terms of techniques and tools. Learn how you can use your Web site as a research tool, selling tool, and communications tool. Discover how to develop and use your Web site to provide customer service, test new products, and obtain marketing research information. This course is a must for marketing professionals who must collect and analyze market data to develop strategies that increase sales.

**Using Social Media as a Tool for Public Relations
Mgmt X466.7 (1.5 units)**

Public relations is about mutually beneficial relationships between organizations and the audiences on which their success or failure depends. Key audiences of every kind can now be reached through new technology. Social media is especially helpful in fostering communication with and listening to key constituencies. It's now incumbent upon public relations professionals to not only be familiar with, but also to implement and manage a myriad of effective online communication channels. This course will discuss all types of social media - from social networking to publishing content on blogs, newsrooms and wikis, to multimedia sharing and bookmarking - as part of an effective online public relations strategy.

**Developing a Social Media Strategy
Mgmt X461.54 (2.5 units)**

This capstone course explores how to leverage social media for audience and revenue growth. With an understanding of the tools and concepts as well as the ability to define appropriate audiences and messaging, determine whether social media and web 2.0 are appropriate tools and then how those tools can most effectively be utilized to maximize measurable success.

Online Format FAQ's

What is an online course?

An online course utilizes the Internet and a web browser as a means of creating a learning environment outside of the traditional classroom. The lectures and discussions will take place on a Distance Learning Center Web site. You will be able to access your course lectures (text based) and communicate with your classmates and instructors through the use of a discussion forum (message board). The online courses follow a classroom structure of covering a lesson a week. You can access your course Web site anytime of the day and place where you have access to the Internet.

Who can take online courses?

Anyone can take an online course as long as they have access to a computer with Internet capabilities, have an active email account and have a basic understanding of how a computer works. An online student also has to be motivated to participate in discussion forums and regularly check the Web site and keep up with the course work.

What happens if I fall behind or complete the course early?

It is okay to be a week ahead or behind. You must remember that participation is a very important aspect of your final evaluated grade for the course. Active participation requires you to post and respond to your instructor and fellow classmates' comments on the discussion forum. If you are too far behind, posting to an old topic will be revisiting something that the majority of your classmates might have discussed.

Are there specific dates that I need to log on to the Web site?

There is a set beginning and end date for your online course. It is suggested that you logon at least 3 times a week to check the discussion forums, to read over assignments and lectures. This is the "asynchronous" aspect of the course.

There might be occasion when the instructor will set a chat time ("synchronous") where he/she assigns a specific date and time for all the students to try to meet in the chat room to ask questions.

All assignments, quizzes, exams, and projects must be completed within the time frame of the course. The instructor will set individual due dates for your assignments, projects and tests.

How many hours a week do I have to devote to my online course?

Just like a classroom course, to get the most out of any type of learning you must commit a certain amount of time to complete the course. You will most likely spend approximately 10 hours a week going over class lectures, doing assignments and spending time on the discussion forum. Time required for each course will vary.

Will I be able to see my online instructor or communicate with him/her via telephone?

Unless there is an extreme instance, all communications with your instructor will be done either through email, the discussion forums or the chat sessions. Please do not expect your instructor to telephone you.

How do I communicate with my instructor?

You communicate with your instructor either by email, discussion forums, or chat sessions. Students are strongly encouraged to use these modes of communications, as faxed or mailed assignments are not accepted.

What happens if I have trouble accessing the URL with my login and password?

Contact the UCI Extension student services office at unex-services@uci.edu or 949-824-5414 and we will assess and work to fix any problems in the most expeditious manner. In order to better serve you, please note the problem as it occurred.

Will having a firewall at home or at work prevent me from working on my online course?

Although, this very seldom occurs, your firewall may prevent you from posting to the discussion forum while allowing you to read the lectures and other resources.

Do I need to have cookies enabled?

Yes, it is necessary to have your cookies enabled. To best protect your computer it is suggested that you vary your cookie options to ensure the most secure level.

Can I access my course from anywhere?

You can access the course anywhere that you have Internet access. Some companies have firewalls that prevent you from participating in the chat sessions. Please check with your company before you attempt to access the course.

When is the last day to drop the course?

The last day to drop a course follows the standard provided in the UCI Extension catalog. There will be an administrative fee assessed for any withdrawals within the allowable period. Please refer to the Extension website at <http://unex.uci.edu/services/registration/drops> for more information.

What happens if I can't finish a course?

We understand that certain situations can occur. Please refer to the UCI Extension catalog for procedures, etc.

How do I know which online courses can take the place of classroom courses?

Please visit our website at <http://unex.uci.edu> for more information about our certificate programs and course offerings.

How do online courses work?

Once you begin your course, you will find that with the use of the course tools, you will be able to navigate from the lecture to the discussion forums or to the weekly outline. You will be able to maneuver through the Web site to post/read assignments and to download/upload files from your instructor. Your instructor will primarily be contacting you by email or through the discussion forum. Once you begin your course, you will find that with your instructor's help, you will find the benefits of taking a course online.

Help files are found on the Distance Learning Center website with instructions on accessing your online course with information about tools use.

Do I need to purchase books or any additional items?

Some courses do require that you purchase books or software. Please contact the UCI Bookstore for more information about the books for your courses at (949) 824-7810.

What happens after I sign up for a course, how do I get started?

Please log in to your account at <http://unex.uci.edu> and select for your current quarters MY COURSES. You will then be directed to your online courses.

If you have faxed or telephoned your enrollment, you will receive by U.S. mail a confirmation of your course enrollment. On that confirmation you will find the information regarding access to your online course.

I signed up for this quarter's term and I can't find my online course!

Your online course will not be available until the actual course start date. The first week of the course is an orientation week, you will have this time to review the syllabus and become familiar with the course tools.

I signed in at the UCI Extension website and I have to re-enter my username and password!

This occurs when more than one account has been created by the user or if there are duplicates or changes to an email account. Please contact our offices to help solve this issue.

Will the platform for online courses be changing continually every quarter?

There will be changes periodically. Changes occur mainly as a result of student and instructor feedback to our Web site. This is done to maximize the tools.

Is my online course an instructor led course?

Like a traditional course, your online course has an instructor that will conduct the course by giving assignments, answering questions, leading discussions and assigning grades.

Can I get a degree online?

At this time, you can only receive a Master's Degree in Criminology, Law and Society.

Students intending to transfer UC Irvine Extension course credit for a degree at another college or university should verify acceptance of the course with that institution.

What kind of grade options do I have?

The grading options are exactly the same as that of classroom courses.

Who do I contact if I am having problems with the instructor?

Please contact the DLC office at (949) 824-7613 or unex-online@uci.edu. Your instructor should be very explicit on the course syllabus or welcome message as to their availability. If the instructor is going out of town or will be away from the computer for an extended period of time, he/she must notify the class.

Why do I get emails of the discussion forum postings?

If you are receiving emails from the discussion forums, you are subscribed to that particular forum. You can change this option by going to the forums sections on the left side of the course site under Activities. By selecting forum, you will be able to see all the forums created and to turn on/off the subscription function. There may be a forum that you will not be able to change. More than likely, that will be a place where the instructor will post announcements.

I like getting the forum subscribed emails, but the responses I made are not on the course Web site.

If you prefer to receive the subscribed emails from the forum, please do not reply to the email directly, but post your reply to the specific forum where the posting originated. This will ensure that others, including your instructor, will see your reply or comment.

I am confused and frustrated. I can't seem to find my way around the Web site. What can I do?

Call us at (949) 824-5414. We will be happy to walk you through the tools and show you everything you need to know.

UNIVERSITY OF CALIFORNIA, IRVINE

UNIVERSITY EXTENSION SPECIALIZED STUDIES CERTIFICATE REQUEST FORM

Date: _____

Current Quarter: _____

*The course in which I am now enrolled is the last course in the Specialized Studies program in:

SPECIALIZED STUDIES: Social Media and Web 2.0

Name: _____

(Please print your name as you would like it to appear on your certificate)

Address: _____

City: _____

State: _____

Zip: _____

Day Phone: _____

Evening Phone: _____

Email: _____

Social Security or Student ID Number: _____

*If you have not submitted the application for candidacy fee, please complete the payment method below.
Please allow 7-10 days for processing from the time the instructor submits the grades.*

Payment Method

MY CHECK FOR \$35 IS ENCLOSED (Payable to Regents of University of California).

CHARGE TO: VISA MASTERCARD AMERICAN EXPRESS

ACCOUNT NUMBER: _____

EXP DATE: _____

AUTHORIZED SIGNATURE: _____

Mail or Fax To:

University of California, Irvine
University Extension
PO Box 6050, Irvine, CA 92616-6050
FAX (949) 824-2090

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