

Loyola University
COMM 200: New Media & Communication
Spring 2019 Course Syllabus

Instructor: L. Bobby Papoulias, Ed.D.
Cell Phone: (562) 805-1942
E-Mail: LPapoulias@LUC.edu
Office: Online
Office Hours: By Appointment
Class Day(s): Online – Posted Wednesday 7pm CT
Class Time(s): Weekly Format
Location: Online

Course Overview:

Long before social media sites came into the world, technological developments related to communication changed the way people thought, acted and related to one another. In this course, we will learn about and analyze various new media platforms and technologies. We'll also envision what communication might look like in ten years.

Student Learning Outcomes:

By the end of this course, you should be able to:

- Develop skills, competencies, and points of view needed by professionals working in online communication.
- Explain and critique how we, individually and as a society, are shaping and are shaped by digital communication technology.
- Develop a strong understanding of what's "new" about "new media."
- Learn how to identify effective and ineffective digital content.
- Learn about a variety of careers in digital communication.

How the Class Will Operate

Class will primarily consist of lecture and discussion. We can all learn from each other. Therefore, you are expected to have read the appropriate materials prior to each class. I will facilitate class discussions on the material contained in the assigned readings. We will not discuss all of the materials or content contained in each of the materials. However, you will be responsible for it on exams. When possible, we will have guest speakers who are specialists in the areas we are discussing.

Course Requirements

1. All materials will not necessarily be covered in class. However, students are responsible for all parts of the materials provided. Assigned materials must be read before coming to class each day.
2. Other assignments and due dates will be covered/explained in class. Assignments are due on time. 10% will be deducted for every day an assignment is turned in late.
3. Students are expected to have active e-mail accounts and to be able to use them.
4. Active class participation is a requirement of this course.

Class Attendance and Professionalism

The seminar format of this class requires that students actively participate in class discussions and team activities. Students are expected to attend every class, arrive on time and be fully prepared to discuss

the assigned reading. Students who miss classes are responsible for the material covered, including any changes in class readings or schedules. Failure to participate, lack of preparedness or excessive absences or tardy arrivals will be reflected in final grades. Professional behavior is expected and required to every student. Please be respectful to the opinions of others. You will be allowed two unexcused absences. Every absence thereafter will constitute a 5% deduction from your Attendance & Participation grade. *Class attendance and participation are essential to a good grade in this online course.*

Grading Policies and Assignments

All work will be judged by professional standards. Neat, well-written, typed, carefully edited copy (i.e. no spelling, punctuation or grammatical errors) is expected. Due dates for all assignments will be communicated in class. Assignments are due at the beginning of the class designated.

Group Project

Groups will work together to prepare and present a group project. This project is designed to let students experience what it is like to work with other people at your work. They are also designed so the student can experience the dynamic of working in a small (4-6) member groups, be creatively stimulated by listening to and building on the insights of others, and work effectively as part of a team. The core project will be built over time, and teams will make sporadic updates on their progress. Group projects will be completed on Zoom meetings (recorded and uploaded). There will be a written and oral portion.

Class Participation

There will be plenty of opportunity in discussion forums to discuss the material, relate the material to personal experience and observations, and probe for even greater understanding of corporate communication. Students will be expected to participate in all online discussion forums.

Plagiarism

Plagiarism is a serious form of violation of academic integrity. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgment and appropriate citation that the material is not one's own. It is true that the very thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific works and ideas of others without proper acknowledgment of the source. Plagiarism on the part of the student in academic work or dishonest examination behavior will result minimally in the instructor assigning a grade of "F" for the assignment or examination. All instances of academic dishonesty must be reported to the chairperson of the department involved.

Disability

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and due dates of their assignments.

Grading

Grades are as follows:

A	93 – 100%	B	83 - 86.99%	C	73 - 76.99%	D	64 - 66.99%
A-	90 - 92.99%	B-	80 - 82.99%	C-	70 - 72.99%	D-	60 - 62.99%
B+	87 - 89.99%	C+	77 - 79.99%	D+	67 - 69.99%	F	Below 60%

Student Evaluation Points

Attendance, Participation, Assignments*	125
Quizzes (3 Total @ 25 Points Each)	75
Group Project	100
Individual Project	100
Final Exam	100
Total	500

COM 313 – Media Planning		
Spring 2019 – Dr. L. Bobby Papoulias		
Week	Dates	Subject/Chapter/Lesson
1	1/16	Introduction, Syllabus Review
2	1/23	Topic 1
3	1/30	Topic 2 / Topic 3 Group Selections & Activity Group Project Review
4	2/6	Topic 4 / Topic 5 Quiz 1: Topics 1-3
5	2/13	Topic 6 / Topic 7 Discussion Forum to Complete
6	2/20	Topic 8 / Topic 9 Individual Project Review Quiz 2: Topics 4-7
7	2/27	Group Project Week 1 of 2 Group Activity
8	3/6	Spring Break – No Class
9	3/13	Topic 10 / Topic 11
10	3/20	Topic 12 / Topic 13
11	3/27	End of Book Discussion Discussion Forum to Complete Quiz 3: Topics 8-13
12	4/3	Group Project Week 2 of 2 Group Activity
13	4/10	Final Exam Review (Topics 1-13, Class Lectures, Assignments) Discussion Forum to Complete Group Project Due (Written & Oral): 4/16, 11:55pm
14	4/17	Easter Holiday – No Class
15	4/24	Final Exam (4/24)
16	5/1	Finals Week Individual Project Due: 5/1, 7:00pm-9:45pm (Must be uploaded during this time frame)