

**ITT Technical Institute**

**SD2670**

**Social Networking Applications and  
Technology**

**Onsite and Online Course**

**SYLLABUS**

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**Credit hours:** 4.5


**Contact/Instructional hours:** 56 (34 Theory Hours, 22 Lab Hours)

**Prerequisite(s) and/or Corequisite(s):**

Prerequisites: SD2520 Introduction to Database and XML with jQuery or equivalent

**Course Description:**

This course examines a variety of social networking platforms, media, methods, tools and applications running on desktop and mobile devices. Topics include analysis of technical features and capabilities of social networking applications and the impact on consumer behavior and the global economy.



## COURSE SUMMARY

### COURSE DESCRIPTION

This course examines a variety of social networking platforms, media, methods, tools and applications running on desktop and mobile devices. Topics include analysis of technical features and capabilities of social networking applications and the impact on consumer behavior and the global economy.

### MAJOR INSTRUCTIONAL AREAS

1. Exploring the basic features of established social media platforms
2. Examining the specific purposes for which each social media platform is better suited.
3. Using LinkedIn for job search
4. Developing simple social media applications
5. Understanding APIs used to interact with social media sites
6. Analyzing the impact of social media on market and consumer behavior.

### COURSE LEARNING OBJECTIVES

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

1. Analyze the benefits of social networking.
2. Define key terminology related to social networking and social media.
3. Identify the strengths and weaknesses of various social networking platforms.
4. Use various social networking platforms to connect with people and share information.
5. Identify the security risks of social networking platforms.
6. Explain how social networking and social media has changed the way companies attract and connect with customers.
7. Implement appropriate security measures on various social networking platforms.
8. Describe opportunities for software developers in social networking environments.
9. Identify the requirements for creating social media applications for various platforms, including programming languages and APIs.
10. Work with social media APIs to create simple social media applications.

11. Describe the various technologies and tools available for analyzing the impact of a social media campaign or strategy.

## COURSE OUTLINE

### MODULE 1: SOCIAL MEDIA: AN OVERVIEW

#### COURSE LEARNING OBJECTIVES COVERED

- Analyze the benefits of social networking.
- Define key terminology related to social networking and social media.
- Identify the strengths and weaknesses of various social networking platforms.
- Use various social networking platforms to connect with people and share information.
- Identify the security risks of social networking platforms.
- Explain how social networking and social media has changed the way companies attract and connect with customers.
- Implement appropriate security measures on various social networking platforms.

#### TOPICS COVERED

- Understanding Social Networks
- Terminology Used in Social Media
- Benefits of Social Networking
- Using the Basic Features of Facebook

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Miller. M., Chapter 1 and Chapter 2	No	5 hr.
<b>Reading:</b> Read from ITT Tech Virtual Library> Basic Search> <i>Perspectives on Social Media Marketing&gt;Part 1, Topic 1, 'How Would You Define Social Media?'</i>	No	0.5 hr.
<b>Lesson:</b> Study the lesson for this module.	No	1.5 hr.
<b>Discussion:</b> Participate in the discussion titled "Purposes of Social Media Platforms."	Yes	N/A
<b>Lab:</b> Complete the lab titled "Facebook's Basic Features and Privacy Settings."	Yes	N/A
<b>Quiz:</b> Prepare for Quiz 1.	No	2 hr.
<b>Project:</b> Read and begin the project.	No	0.5 hr.

Total Out-Of-Class Activities: 9.5 Hours

## MODULE 2: FACEBOOK–ADVANCED TECHNIQUES AND DEVELOPMENT

### COURSE LEARNING OBJECTIVES COVERED

- Define key terminology related to social networking and social media.
- Identify the strengths and weaknesses of various social networking platforms.
- Use various social networking platforms to connect with people and share information.
- Identify the security risks of social networking platforms.
- Implement appropriate security measures on various social networking platforms.
- Describe opportunities for software developers in social networking environments.
- Identify the requirements for creating social media applications for various platforms, including programming languages and APIs.
- Work with social media APIs to create simple social media applications.

### TOPICS COVERED

- Using Facebook’s Advanced Features
- Facebook–Application Development Environment
- Creating a Facebook Application
- Exploring WordPress

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Miller, M., Chapter 3	No	3.5 hr.
<b>Reading:</b> Read from ITT Tech Virtual Library> Basic Search> <i>Facebook Application Development For Dummies</i> > Chapters 1–3	No	5.5 hr.
<b>Reading:</b> Read from ITT Tech Virtual Library> Basic Search> <i>Blogging All-in-One For Dummies</i> > <i>Book IV (Chapter 3)</i>	No	1.5 hr.
<b>Lesson:</b> Study the lesson for this module.	No	2 hr.
<b>Discussion:</b> Participate in the discussion titled “Organic Versus Paid Promotion.”	Yes	1 hr.
<b>Lab 1:</b> Complete the lab titled “Using Facebook Advanced Features.”	Yes	N/A
<b>Lab 2:</b> Complete the lab titled “Facebook APIs.”	Yes	N/A
<b>Quiz:</b> Take Quiz 1.	Yes	N/A
<b>Quiz:</b> Prepare for Quiz 2.	No	2 hr.

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Project:</b> Continue work on Project Part 1.	No	3 hr.

Total Out-Of-Class Activities: 18.5 Hours

## MODULE 3: GOOGLE+

### COURSE LEARNING OBJECTIVES COVERED

- Define key terminology related to social networking and social media.
- Identify the strengths and weaknesses of various social networking platforms.
- Use various social networking platforms to connect with people and share information.
- Identify the security risks of social networking platforms.
- Implement appropriate security measures on various social networking platforms.
- Describe opportunities for software developers in social networking environments.
- Identify the requirements for creating social media applications for various platforms, including programming languages and APIs.
- Work with social media APIs to create simple social media applications.
- Describe the various technologies and tools available for analyzing the impact of a social media campaign or strategy.

### TOPICS COVERED

- Using Google+
- Measuring Google+ Activity
- Building Google+ Applications

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Miller. M., Chapter 4	No	4 hr.
<b>Reading:</b> Read from ITT Tech Virtual Library> Basic Search> <i>Google+ Marketing For Dummies</i> > Chapters 13 and 14	No	3 hr.
<b>Lesson:</b> Study the lesson for this module.	No	2 hr.
<b>Lab 1:</b> Complete the lab titled “Use Google+, Hangouts, and Google Analytics.”	Yes	N/A
<b>Lab 2:</b> Complete the lab titled “Explore the Google+ Web APIs.”	Yes	N/A
<b>Quiz:</b> Take Quiz 2.	Yes	N/A
<b>Quiz:</b> Prepare for Quiz 3.	No	2 hr.
<b>Project:</b> Submit Project Part 1.	Yes	5 hr.



**Total Out-Of-Class Activities: 16 Hours**

## MODULE 4: LINKEDIN AND PINTEREST

### COURSE LEARNING OBJECTIVES COVERED

- Analyze the benefits of social networking.
- Define key terminology related to social networking and social media.
- Identify the strengths and weaknesses of various social networking platforms.
- Use various social networking platforms to connect with people and share information.
- Explain how social networking and social media has changed the way companies attract and connect with customers.

### TOPICS COVERED

- Using LinkedIn
- Benefits of LinkedIn
- How to Find a Job via LinkedIn
- Using Pinterest
- Joining the Blogosphere

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Miller, M., Chapter 5 and Chapter 6	No	6 hr.
<b>Reading:</b> Read from ITT Tech Virtual Library> <b>Basic Search</b> > <i>How to REALLY Use LinkedIn</i> , 2nd ed.> Chapters 2, 3, and 15	No	2.5 hr.
<b>Reading:</b> Read from ITT Tech Virtual Library> <b>Basic Search</b> > <i>Blogging All-in-One For Dummies</i> > Book I (Chapter 1 and Chapter 3), Book IV (Chapters 1–2)	No	7.5 hr.
<b>Lesson:</b> Study the lesson for this module.	No	2.5 hr.
<b>Discussion:</b> Participate in the discussion titled “Why LinkedIn Is Employer’s First Choice.”	Yes	N/A
<b>Lab 1:</b> Complete the lab titled “Using LinkedIn.”	Yes	N/A
<b>Lab 2:</b> Complete the lab titled “Using Pinterest.”	Yes	N/A
<b>Quiz:</b> Take Quiz 3.	Yes	N/A
<b>Project:</b> Continue work on Project Part 2.	No	3 hr.

**Total Out-Of-Class Activities: 23.5 Hours**

## MODULE 5: BLOGGING AND MICROBLOGGING

### COURSE LEARNING OBJECTIVES COVERED

- Analyze the benefits of social networking.
- Define key terminology related to social networking and social media.
- Identify the strengths and weaknesses of various social networking platforms.
- Use various social networking platforms to connect with people and share information.
- Explain how social networking and social media has changed the way companies attract and connect with customers.
- Describe opportunities for software developers in social networking environments.
- Identify the requirements for creating social media applications for various platforms, including programming languages and APIs.
- Work with social media APIs to create simple social media applications.

### TOPICS COVERED

- Catching Twitter's Coat Tails
- Introduction to the Twitter Application Programming Interface (API)
- Capabilities of Blogging Platforms

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Michael Miller, Chapter 7	No	3 hr.
<b>Reading:</b> Read from ITT Tech Virtual Library>Basic Search> <i>Twitter Application Development For Dummies</i> >Chapter 1 and Chapters 3–5.	No	6 hr.
<b>Lesson:</b> Study the lesson for this module.	No	2.5 hr.
<b>Discussion:</b> Participate in the discussion titled “Businesses Targeting Consumers via Twitter and Blogging.”	Yes	N/A
<b>Lab 1:</b> Complete the lab titled “Learning About the Twitter APIs.”	Yes	N/A
<b>Lab 2:</b> Complete the lab titled “Researching the Capabilities of Blogging Platforms.”	Yes	N/A
<b>Project:</b> Submit Project Part 2.	Yes	3 hr.
<b>Final Exam:</b> Prepare for the Final Exam.	No	5 hr.

**Total Out-Of-Class Activities: 19.5 Hours**

## MODULE 6: USING OTHER SOCIAL MEDIA

### COURSE LEARNING OBJECTIVES COVERED

- Analyze the benefits of social networking.
- Define key terminology related to social networking and social media.
- Identify the strengths and weaknesses of various social networking platforms.
- Use various social networking platforms to connect with people and share information.
- Explain how social networking and social media has changed the way companies attract and connect with customers.
- Describe opportunities for software developers in social networking environments.
- Identify the requirements for creating social media applications for various platforms, including programming languages and APIs.

### TOPICS COVERED

- Using Social Bookmarking Services
- Using Microblog
- Emerging Technologies

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Miller, M., Chapter 8	No	3.5 hr.
<b>Reading:</b> Read from ITT Tech Virtual Library>Basic Search> <a href="#">Hacking Exposed Unified Communications &amp; VoIP Security Secrets &amp; Solutions</a> > Chapter 17, Emerging Technologies	No	2.5 hr.
<b>Lesson:</b> Study the lesson for this module.	No	2 hr.
<b>Lab:</b> Complete the lab titled “Emerging Social Media Platforms.”	Yes	N/A
<b>Final Exam:</b> Take the final exam.	Yes	N/A

Total Out-Of-Class Activities: 8 Hours

## EVALUATION AND GRADING

### EVALUATION CRITERIA

The graded assignments will be evaluated using the following weighted categories:

Category	Weight
Quiz	15%
Discussion	15%
Lab	35%
Project	15%
Final Exam	20%
TOTAL	100%

### GRADE CONVERSION

The final grades will be calculated from the percentages earned in the course, as follows:

Grade	Percentage
A (4.0 )	90–100%
B+ (3.5 )	85–89%
B (3.0 )	80–84%
C+ (2.5 )	75–79%
C (2.0 )	70–74%
D+ (1.5 )	65–69%
D (1.0 )	60–64%
F (0.0)	<60%

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## LEARNING MATERIALS AND REFERENCES

### REQUIRED RESOURCES

#### COMPLETE TEXTBOOK PACKAGE

- Miller, M. (2014). *Next series: Social networking (2nd ed.)*. Upper Saddle River, NJ: Prentice Hall.

#### OTHER ITEMS

- Java SDK: JDK 7.0 or later  
(<http://www.oracle.com/technetwork/java/javase/downloads/index.html>)
- Android SDK with Eclipse (32-bit version)  
(<http://developer.android.com/sdk/index.html#download>)
- VMware Player 5.2 (or later)  
([https://my.vmware.com/web/vmware/free#desktop\\_end\\_user\\_computing/vmware\\_player/6\\_0](https://my.vmware.com/web/vmware/free#desktop_end_user_computing/vmware_player/6_0))
- SQLite Database Browser  
(<http://sourceforge.net/projects/sqlitebrowser/>)
- Microsoft Visio 2003 (or later)

**Note:** You can download Microsoft Visio from the DreamSpark website. Refer to the [DreamSpark Installation Guide](#) for download instructions.

### RECOMMENDED RESOURCES

- [ITT Tech Virtual Library](https://studentportal.itt-tech.edu) (accessed via Student Portal | <https://studentportal.itt-tech.edu>)
  - Basic Search>
    - Bough, B. B., & Agresta, S. (2011). *Perspectives on Social Media Marketing*, Boston, MA: Cengage Learning.
    - Collier, M. & Endler, D. (2014). *Hacking Exposed Unified Communications & VoIP Security Secrets & Solutions (2nd ed.)*: McGraw-Hill/Osborne.
    - Gunelius, S. (2012). *Blogging All-in-One For Dummies*, Hoboken, NJ: John Wiley.
    - Reagan, D. (2010). *Twitter Application Development for Dummies*, Hoboken, NJ: John Wiley.

- Stay, J. (2011). *Facebook Application Development For Dummies: John Wiley.*
- Stay, J. (2013). *Google+ Marketing For Dummies: John Wiley.*
- Vermeiren, J. & Verdonck, B. (2011). *How To REALLY Use LinkedIn, Gent: Hannacroix Creek Books.*

## INSTRUCTIONAL METHODS AND TEACHING STRATEGIES

The curriculum employs a variety of instructional methods that support the course objectives while fostering higher cognitive skills. These methods are designed to encourage and engage you in the learning process in order to maximize learning opportunities. The instructional methods include but are not limited to lectures, collaborative learning options, use of technology, and hands-on activities.

To implement the above-mentioned instructional methods, this course uses several teaching strategies, such as lessons and hands-on labs. Your progress will be regularly assessed through a variety of assessment tools including discussion, lab, quiz, project, and final exam.

## OUT-OF-CLASS WORK

For purposes of defining an academic credit hour for Title IV funding purposes, ITT Technical Institute considers a quarter credit hour to be the equivalent of: (a) at least 10 clock hours of classroom activities and at least 20 clock hours of outside preparation; (b) at least 20 clock hours of laboratory activities; or (c) at least 30 clock hours of externship, practicum or clinical activities. ITT Technical Institute utilizes a “time-based option” for establishing out-of-class activities which would equate to two hours of out-of-class activities for every one hour of classroom time. The procedure for determining credit hours for Title IV funding purposes is to divide the total number of classroom, laboratory, externship, practicum and clinical hours by the conversion ratios specified above. A clock hour is 50 minutes.

A credit hour is an artificial measurement of the amount of learning that can occur in a program course based on a specified amount of time spent on class activities and student preparation during the program course. In conformity with commonly accepted practice in higher education, ITT Technical Institute has institutionally established and determined that credit hours awarded for coursework in this program course (including out-of-class assignments and learning activities described in the “Course Outline” section of this syllabus) are in accordance with the time-based option for awarding academic credit described in the immediately preceding paragraph.

**ACADEMIC INTEGRITY**

All students must comply with the policies that regulate all forms of academic dishonesty or academic misconduct. For more information on the academic honesty policies, refer to the Student Handbook and the School Catalog.

**INSTRUCTOR DETAILS**

Instructor Name	
Office Hours	
Contact Details	

*(End of Syllabus)*