

# 2021SU - SPEC TOPICS IN HRM 37:533:323:B1/E1

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## Recent Announcements

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### SPEC TOPICS IN HRM 37:533:323:B1/E1

School of Management and Labor Relations  
HRM Special Topics - Social Media (Online)  
Summer 2021 B1

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TA Info will be updated

### Course Description

The course was designed for those students with a strong interest in social media platforms, the consequences of Social Media, and how these tools may be used in Human Resources.

Topics covered will include social networking how/why the business world leverages them, virtual worlds and technologies, skills in designing and implementing social media for Human Resources. We will also examine social media from a cultural and political perspective with a focus on how media technologies figure in practices of everyday life, Human Resources, and in the construction of relationships and identities.

Working from an expansive definition of what constitutes social media; we will consider numerous social network sites, smartphone apps, and other technologies. The course itself will involve communication in social media channels specifically Youtube and other platforms. The overall goal is to introduce you to the various forms of non-traditional social media and to encourage the use of these tools. You should be able to understand and utilize various social media tools effectively across the human resources function to contribute to an organizations' advantage as well as introduce you to various Social Media Policy structures.

You will gain practical experience while learning best practices around Social Media, developing insights you can carry into a professional career. You will also learn how to use new social tools to augment job search/recruiting/communication and work effectiveness. You are encouraged to discover the materials in your own way and at your own speed while getting feedback and guidance.

## **Expectations and Goals**

This schedule represents a good faith effort to describe our strategic plan for the course. I may alter the order or content of topics, activities, and assignments as necessary or appropriate given the nature of social media, I expect changes to happen often. **It is the student's responsibility to keep track of what goes on in class as well as all readings and deadlines.** Please do not ask me to email you content you may have missed (this all should be available to you on Canvas). I'm happy to meet by appointment (in person or over the phone) to discuss any of the material or assignments. **You will be expected to use Social Media Platforms if you don't use them you will need to create accounts.**

## **Course-Specific Learning Goals:**

1. Understand the culture of professional social engagement and socially enabled organizations and professions.
2. Learn digital literacy and social media etiquette and social media engagement with a variety of social media platforms and tools
3. Develop team building and collaboration skills through the professional use and integration of multiple social networks.
4. Gain insight through hands-on technical experience with professional social sharing, listening, monitoring, and analytics using digital tools.
5. Evaluate HR social media strategy and integration from across multiple departments and industries.

## **Required Learning Materials:**

There are no required textbooks used, instead, you will be required to read articles that will be made available to you through this course. Case studies, readings, videos, and other course content will be delivered using numerous Digital and Social Media platforms and tools.

## **Expectations:**

People learn by doing. You will gain hands-on experience with new/current digital tools and social media platforms to understand and evaluate best practices and strategies being used by professionals. I think we all learn better in an open and informal classroom atmosphere. You are encouraged to share information and personal experiences and ask questions in the Weekly Discussion Group on Canvas.

## **Grading:**

Anyone violating the [Rutgers Academic Integrity Policy](#). ([Links to an external site.](#)) will be subject to disciplinary action. This includes sharing quiz answers, **plagiarizing**

**assignments**, etc.

**If you receive a Turnitin score of over 10% you will be investigated for plagiarism.**

***Definition of plagiarizing:***

*: to steal and pass off (the ideas or words of another) as one's own: use (another's production) without crediting the source*

*: to commit literary theft: present as new and original an idea or product derived from an existing source*

You will need to keep up with the readings.

**You will have 1 week to complete assignments when they open unless otherwise stated.**

**A minimum of (3 pages, double spaced, 12 Times New Roman Font) is required for all assignments.**

**Late Work**

Assignments that are over 72 hours late will not be accepted, nor made up without my prior approval. **Please do NOT email me late work**, if you must email it to me, it is late. (Valid excuses for being late do not include work schedule, traveling, or forgetting). Do not wait until the night due is to turn in your assignment if you have a technical issue. If you have any issues (medical or family emergency) please reach out to the Dean of Students and present them with your evidence. They will reach out to me and then an extension maybe be granted.

If you have any other problem, you can email me ([asheh@rutgers.edu](mailto:asheh@rutgers.edu))

**Assignments:**

ALL ASSIGNMENTS NEED TO BE SUBMITTED ON CANVAS

(Do not email assignments to the TA's or to the instructor unless you are instructed to)

Letter Grade	Numeric Grade	Arithmetic Equivalent	Definition
A	90 – 100	4.0	Outstanding
B+	85-89	3.5	Almost there
B	80-84	3.0	Good
C+	75-79	2.5	Better
C	70-74	2.0	Satisfactory
D	60-69	1.0	Poor
F	< 59	0	Failing