COURSE OUTLINE

GMMD 408 – Portfolio Development and Media Strategies

Prepared By: CHRISTOPHER S. SWEENEY
Revised By: Christopher S. Sweeney
A. **TITLE:** Portfolio Development and Media Strategies

B. **COURSE NUMBER:** GMMD 408

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE:** No

E. **COURSE LENGTH:** 15 weeks

F. **SEMESTER(S) OFFERED:** Fall or Spring

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 hours lecture/week

H. **CATALOG DESCRIPTION:** This course explores issues of marketing on social media platforms as well as personal branding and portfolio development. Emphasis is placed on research, production and design of professional portfolios and interpretive materials in multiple contexts, and the maintenance of appropriate online presence. The ethics of digital media production and issues related to copyright and compensation are also addressed.

I. **PRE-REQUISITES:** ENGL 301 Professional Communication

J. **GOALS (STUDENT LEARNING OUTCOMES):**

By the end of this course students will be able to:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<tbody>
<tr>
<td>a. Develop an exit portfolio.</td>
<td>1. Communication Skills</td>
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<td>2. Critical Thinking</td>
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<td>b. Critique online portfolio sites and individual</td>
<td>2. Critical Thinking</td>
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<td>portfolios</td>
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<td>c. Define viral, crowdsourcing, and on-demand</td>
<td>1. Communication Skills</td>
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<td>strategies</td>
<td>3. Professional competence</td>
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<td>4. Inter/Intrapersonal Skills</td>
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<tr>
<td>d. Develop a personal branding strategy.</td>
<td>2. Critical Thinking</td>
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<td>4. Inter/Intrapersonal Skills</td>
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K. **TEXTS:**


L. **REFERENCES:**


M. **EQUIPMENT:** computer lab
N. **GRADING METHOD:** (P/F, A-F, etc.) A-F

O. **MEASUREMENT CRITERIA/METHODS:**
Students will be evaluated via:
1. A short formal paper
2. In-class writing and speaking exercises
3. An evaluative journal
4. A self-published journalistic project in emerging new media forms

P. **DETAILED TOPICAL OUTLINE:**

I. Understanding Presence
   A. Social Sites
   B. Microblogging Sites
   C. Aggregators
   D. Portfolio Sites

II. Controlling Presence
   A. Best Practices for Brand Maintenance
   B. Trolling
   C. Harassment
   D. Hacking

III. Intellectual Property Concerns
   A. Copyright Protection
   B. Creative Commons
   C. Privacy
   D. Crowd-and-cloud sourcing