



## SHAHEED BENAZIR BHUTTO UNIVERSITY, SHAHEED BENAZIRABAD

### Department of Media and Communication Studies

#### Course Outline

# History of Social Media

Course Name: *History of Social Media*

Teacher/facilitator: **Dastar Chandio**

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Class times: Monday and Wednesday

#### Objectives:

This course focuses on social media best practices for content, frequency, visuals, and the mechanics behind each practice. Students will learn how social media influences our society, academic performance, marketing, customer services, and other aspects of business communications. The course explores the differences between the major social media channels, their evolution, and the current and future status of social media for marketing and advertising.

#### Teaching Objectives:

- Detail the history of social media (CO: 1)
- Use social media platforms according to best practices (CO: 2)
- Create targeted content (CO: 3)
- Develop communication strategies around content (CO: 4)
- Identify social trends, how they impact strategy, and how to implement (CO: 5)
- Prepare for how changes in technology will impact social media content creation and implementation (CO: 6)

#### Recommended Books:

1. Altaf Khan (2011) *New Media and Journalism in Oakistan* by Lambert publication
2. Al- Osis traders (2021). *Journalism Next* (3<sup>rd</sup> ed). New Y ork. Harper Collins College Publishers
3. Deirdre Breakenridge (2002). *Media Now: Communication Media Information Age* (3<sup>rd</sup> ed.). USA. Wadsworth

#### Assessment

Assignment	10
Class Test	10
Presentation/Project	10
Midterm Test	30
Semester Final Test	40
<b>Total Mark</b>	<b>100</b>

## Summary Schedule

Week No.	Chapters	Topics
01	<b>Introduction to Social Media</b>	Lesson 1: Have you been bitten by the social media bug? Lesson 2: Definition of Social Media, types and usage of SNS
02	<b>History and Development of Social Media applications</b>	Lesson 3: The Rise of Social Media Lesson 4: The Evolution of Social Media
03	<b>Usage and gratification theory for Social Media</b>	The Impact of Social Media through U&G prespective
04	<b>Social Media gaints Facebook &amp; Twitter</b>	Lesson 1: The Social Media Giants Lesson 2; Facebook: It's Personal Lesson 3: Facebook for Professional Use Lesson 4: Twitter Lesson 5: Twitter for Personal Use
06	<b>Social Media rising Star</b>	Lesson 1: LinkedIn Lesson 2: LinkedIn for Professionals Lesson 3: Google+: Work, Academics, and Career All in One Place
07	<b>Social Media rising Star</b>	Lesson 4: Tiktok, Likee, snack etc
08	<b>Social Media and Marketing I</b>	Lesson 1: A Brief History of Marketing Lesson 2: Social Media Marketing Strategies Lesson 3: The Fab 5: Social Media Platforms
<b>Mid Term</b>		
09	<b>Social Media and Marketing II</b>	Lesson 1: Developing a Product Concept Lesson 2: Using a Blog to Market Your Product Lesson 3: Using Facebook to Market Your Product
10	<b>Social Media and Marketing III</b>	Lesson 4: Using Twitter to Market Your Product Lesson 5: Developing a Strategy for Your Twitter Campaign

13	<b>Social Media and Academic I</b>	Lesson 1: Creating Your Personal Online Learning Environment Lesson 2: Using Twitter for Academics
12	<b>Social Media and Academic II</b>	Lesson 3: Developing Facebook Pages for Classes Activity Day 1 Day 2
13	<b>Social Media and Academic III</b>	Lesson 4: Learning with YouTube Activity Day 1 Day 2
14	<b>Social Media and Academic IV</b>	Lesson 5: Creating Study Groups with Google Groups Activity Day 1 Day 2
15	<b>Revision and Practice</b>	Revision of covered lectures Practice of Communication
16	<b>Revision and Practice</b>	Revision of covered lectures Practice of Communication

**The End**