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**Project Title:** Modernization of Teaching Methodologies in Higher Education: Eu Experience For Jordan And Palestinian Territory

**Project acronym:** METHODS

**Project Number:** 561940-EPP-1-2015-1-JO-EPPKA2-CBHE-JP

**Funding scheme:** Erasmus+ Programme (Capacity-Building projects in the field of Higher Education (E+CBHE))

**Start date of the project:** 15/10/2015                      **Duration:** 42 months

<b>Deliverable title</b>	<b>Course Outline</b>
<b>Author(s)</b>	<b>Dr. Ali Rodan</b>
<b>Organisation name(s)</b>	<b>The University of Jordan (UJ)</b>
<b>WP Number</b>	<b>5</b>
<b>WP Leader</b>	<b>Birzeit University</b>

**Project co-ordinator name, title and organisation:**

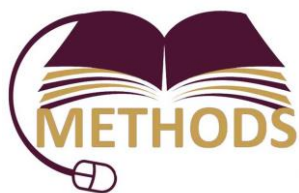
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## The University of Jordan (UJ)

### King Abdallah II School of Information Technology (KASIT)

<b>Course title/code</b>	Social Media	1904100
<b>Instructor /office</b>	Dr. Ali Rodan	22631
<b>Semester- Year</b>	1st Semester 2017/2018	
<b>Compulsory/Elective</b>	University Elective Course	
<b>Prerequisites</b>	None	

<b>Course Description</b>	This course aims at introducing the main technical, however, general concepts on the social media famous websites, and online applications (i.e. Twitter, Facebook, LinkedIn), and how to manage them considering privacy, security, Cybercrime and ethical issues like intellectual property rights (copyrights and patents). In addition, the course introduces different application fields (e.g. Customer Relationship, e-Commerce) on social media in the modern life of people, how are they utilized in different fields (e.g. Job Searching, Advertising & e-Marketing).
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<b>Generic Competences*</b>	The main goal of this course is to equip students with knowledge on social media, their basic concepts, and their applications.
<b>Specific Competences (SCs)</b>	<ol style="list-style-type: none"><li>1. Understand the concept of social media and social networks.</li><li>2. Understand how to start a social media account, and how to manage it considering privacy, security, Cybercrime, and ethical issues like intellectual property rights (copyrights and patents).</li><li>3. Understand the technical terms related to social media.</li><li>4. Utilizing tools to analyze a hypothetical social network.</li><li>5. Understand the concept of social communities.</li><li>6. Understand how social media can be applied in different fields, and how students may utilize it in/searching for their future careers.</li></ol>

- These competences related also to the project Methods

	Course contents	SC1	SC2	SC3	SC4	SC5	SC6
1	Introduction to Social Media	X					
2	Start Using Social Media		X				
3	Blogs			X		X	
4	Social Networks Applications				X		
5	Social Media Networks Security Issues		X			X	X

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Schedule				
Week	Subject	Activity Description *	Evaluation Criterion	
			Description	%
1	Introduction to Social Media Networks: • How it began? • Types of Social Networks • Examples on Social Networks			
2	Starting to use Social Media Networks and main Technical Issues needed: • Facebook			
3	Starting to use Social Media Networks <b>Con't</b> • Twitter			
4	Starting to use Social Media Networks <b>Con't</b> • LinkedIn • Google+	Inverted Classroom (An assignment is given to students where they need to submit it using the eLearning platform)	Assignment 1	5
5	Blog: • Reading Blogs • Writing Blogs • Blogging Tools • Blog Comments • Blogging Communities		Midterm Exam	30
6	Social Networks Applications: • E-commerce • Image-Sharing Pinterest, Instagram,			

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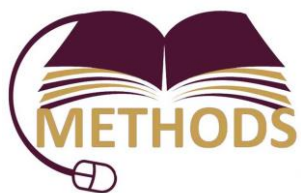
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	Flickr			
7	Social Networks Applications <b>Con't:</b> • Video-Sharing: YouTube, Vimeo, Vine, Instagram • Instant Messaging: Skype, Snapchat, WhatsApp			
8	Review			
9	Extra Applications on Social Networks: • E-Advertisements • Finding Job • Business Intelligent: Academic Field	Inverted Classroom (Post quizzes will be conducted)	Quiz	10
10	Extra Applications on Social Networks <b>Con't:</b> • Public Relations • Modern Libraries • E-Media			
11	Social Communities and Case Studies in Social Media Networks: • First Step in an Internet Marketing Strategy • Planning and Creating Your Website			
12	Social Communities and Case Studies in Social Media Networks <b>Con't:</b> • Social Media and Content Marketing • Search Engine Marketing	Inverted Classroom (An assignment is given to students where they need to submit it using the eLearning platform)	Assignment 2	5
13	Social Communities and Case Studies in Social Media Networks <b>Con't:</b> • Web Analysis using Applications such as Gephi • Arabic Social Network: Maktoob			
14	Social Media Networks Security			

	<p>Issues:</p> <ul style="list-style-type: none"> <li>• General Terms in Information Security</li> <li>• Elements of Information Security</li> <li>• Methods that Guarantee Information Security</li> <li>• Security Risks and Threats on Social Networks</li> </ul>			
15	<p>Social Media Networks Security Issues <b>Con't:</b></p> <ul style="list-style-type: none"> <li>• Electronic Crimes</li> <li>• Classification of Electronic Crimes</li> <li>• Related Acts and Laws in Jordan</li> <li>• How to Protect Yourself when Working with Social Networks</li> </ul>			
16	Review		Final exam	50

\* PBL, MOOC, Inverted Classroom should be introduced within activity description

<p><b>Textbook and References</b></p>	<ol style="list-style-type: none"> <li>1. Stephen J. Andriole, Vincent J. Schiavone, Luis F. Stevens and Mark D. Langsfeld, Social Business Intelligence , 2013</li> <li>2. Deirdre K. Breakenridge, Social Media and Public Relations: Eight New Practices for the PR Professional, 2012</li> <li>3. Charles Harmon and Michael Messina, Using Social Media in Libraries: Best Practices, 2013</li> <li>4. Matthew A. Russell, Mining the Social Web Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, 2013</li> <li>5. Joshua Waldman, The Social Media Job Search Workbook: Your step-by-step guide to finding work in the age of social media, 2013</li> <li>6. David Easley and Jon Kleinberg, Networks, Crowds, and Markets: Reasoning About a Highly Connected World, 2010</li> <li>7. Erik Qualman, Socialnomics: How Social Media Transforms the Way We Live and Do Business, 2012.</li> </ol>
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Overall Assessment Criteria	Method	Weight [%]
	Attendance / participation	
	Quizzes	10
	Midterm	30
	Project	
	Assignments	10
	Final Exam	50