

**JOU 299x: Introduction to Social Media**

Assignment: Graduate Student Final Report

Point Total: 200

**Overview:** Student will deliver a 15-20 page paper, including the literature review, describing a construct for using social media in a particular market (either Public Relations or Journalism). Student will also identify an outlet for this paper, with plans to either submit the work or engage in research for this paper.

**Components:**

- Introduction/Overview of the problem
- Literature Review
- Argument/Methodology
- Professor Meetings

	A	B	C	D	F
Paper Outline w/ LitReview (20)					
Argument (30)					
Writing (20)					
Meetings* (80)					
Scholarship Evaluation (50)					
<b>Total</b>					

	Notes	Grade
<b>Jan 18:</b> SM, LJ (Preface-Chapter 2)		
<b>Jan 25:</b> SM, LJ (Chapter 3-4)		
<b>Feb 1:</b> SM, LJ (Chapter 5-6)		
<b>Feb 15:</b> SM, LJ (Chapter 7-8)		
<b>Feb 22:</b> TFoI (Preface - Chapter 1)		
<b>March 22:</b> TFoI (Part I)		
<b>April 5:</b> TFoI (Part II)		
<b>April 12:</b> TFoI (Part III)		