

J512: Graduate Student Assignment
Due: June 2, 2011

Overview: Using case study methodology, graduate students will work alone or in pairs to provide an analysis of an organization's social media efforts. This assignment is designed to allow graduate students to explore in more depth the core concepts of the course as it relates to their particular areas of study.

Required:

- Identify an organization that participates in social media.
- Conduct primary research, such as interviews or content/text analysis
- Case study should have heavy emphasis on core course concepts: authenticity, transparency, ethics, listening/monitoring, outreach/engagement, building conversation/community, strategic planning.
- Topics should be inline with students' core interest and academic program
- All topics to be approved by instructor

Format:

- 5 - 7 pages
 - Overview, description of social media efforts (including stated purpose), analysis of case (core issues, pros/cons) results of research (incorporating data from interviews or content/text analysis), recommendations to the organization.