



SPRING, 2012



Elective Classes!

Open to all SJSU Students



MCOM 139 – **Section 03** **How To Create A Social Media Strategy** – Wednesday 6 pm

The social customer is gaining influence everyday which is forcing companies, big and small, to take them more serious and join the online conversation authentically. In this class, students will not just learn about all the exciting social media tools like Facebook, Twitter, Instagram, Wordpress and Google+, they will also get a solid understanding of the strategic initiatives that truly drive business value. Students will walk away from this course ready to jump right into a growing career of social media, whether it's at a PR or Digital agency or a fortune 500 company.

Prof. Michael Brito is a leading social media expert. He currently works for Edelman Digital and leads the digital team in Silicon Valley. He is responsible for providing social business counsel to consumer and B2B brands. Previously, Prof. Brito worked for major brands in Silicon Valley (HP, Yahoo! and Intel) and was instrumental in driving social media programs and campaigns emphasizing authenticity and long-term relationship building. Learn more about him: <http://www.linkedin.com/in/michaelbrito>

Re-Elect or Not Re-Elect? That is the question in 2012. How is the media portraying voter choices?



vs



+ Press History



MCOM 139 – **Section 01** **Media & The Presidential Election** - Tuesday 6 pm

Long before the Super Bowl was invented, American presidential politics emotionally fired up people, triggered widespread reactions, and showcased scandals that shocked the nation. When newspapers spread the word in the 1800s that President Grover Cleveland had fathered a child out of wedlock, his opponents jumped on it and used it to kill his re-election bid. But when the public couldn't stand his replacement, four years later they voted President Harrison out, and Cleveland back in.

Former CNN Correspondent, Prof. Bob Rucker is going to walk you through the mine field of 2012 political attack ads, candidate scandals and flip-flops, and show you how traditional and social media are effecting the vote for the next leader of the free world. Fasten your seatbelts! It's going to be bumpy ride...and lots of fun learning from media experts covering the election! Learn more about Prof. Bob at: www.profbob.com. The course website link will be posted here in late January.