

COMM600001

Social Media Communication

Program : Global Summer Program

Academic Level: Postgraduate

Duration : July 2025

Contact Hours : 54

Fudan Credits : 3

Course Description:

Social media—including but not limited to WeChat, Instagram, TikTok, Reddit, Microblog, RedNote —has significantly reshaped the communication landscape. Be it at interpersonal, intergroup, organizational, institutional, societal, and global levels, social media has been playing a pivotal and complex role in restructuring relationships, and more so with the diffusion of artificial intelligence. The overarching goal of the course is to introduce students to the frontiers of digital media that bring about sea changes to human communication and societal operation.

This course is aimed to investigate the complexities of human communication and foster critical assessment within the digital media sphere. Building on the basics of social media communication, this course explores the diverse aspects of digital platforms, message features, communication strategies, and analytical methodologies. Through an interdisciplinary and transdisciplinary lens, students will gain insight into the evolving social media landscape, and improve their capability in harnessing the power of social media.

Course Goals:

- 1) Grasp the foundational concepts and vocabulary behind social media interaction.
- 2) Examine and critically assess social media platforms, content, and user activities.
- 3) Communicate effectively through social media across various scenarios.
- 4) Employ analytical tools and techniques to evaluate social media communication.
- 5) Foster ethical and responsible practices in digital media within professional and organizational environments.

Prerequisites:

No prerequisites.

Textbook & References:

Readings are selected from cutting-edge research and professional journals. To benefit more from the class, students are required to keep up with the readings.

Schedule:

Lecture	Topic	Activities
1	Overview of Social Media and Communication	Introduction, Lecture
2	CMC, SMC, HMC, HAIC	Lecture
3	Digital Affordances	Lecture
4	Multi-modality Communication	Lecture, Tutorials
5	Content Creation and Collaborative Culture	Social media company visit and workshop
6	Digital Values and Social Communication	Lecture
7	Social Media Analytics	Lecture, Tutorials
8	Influencer Strategies and Brand Connection	Guest talk and discussion
9	Social Media in News and Public Relations	Lecture
10	Emerging Trends in Social Media	Lecture
11	Project Development	Lecture, Consultation
12	Cap off	Presentations

Assessment:

Assessment Task	Weighting
Class Participation	10%
Assignments	40%
Projects	50%

Grading Scale:

Grades	A	A-	B+	B	B-	C+	C	C-	D	F
100	90-100	85-89	82-84	78-81	75-77	71-74	66-70	62-65	60-61	<60

The instructor will use the grading system as applied by Fudan University.

Credit Point Value:

Component	Contact Hours	Fudan Credits
Academic Lectures	40	3
Projects	8	
Seminar/Field Trip	6	
Total	54	

At Fudan University, the duration of one contact hour is 45 minutes, and 18 contact hours are equivalent to 1 credit.

Note: The document is subject to change at the discretion of School of Management, Fudan University.