

SOUTHEAST COMMUNITY COLLEGE
COURSE SYLLABUS
Community Services and Extended Learning
Revision Date: 08-22-22

[Syllabus Statements](#)

I. CATALOG DESCRIPTION

Course Number: FSDT2210
Course Title: Social Media for the Culinary Professional
Pre-requisite(s): FSDT1220

Catalog Description: Learn how culinarians can use social media to build their brand, sell to customers and how to create online content.

Credit Hours: 2.0
Class Hours: 15
Lab Hours: 45
Total Contact Hours: 60

II. COURSE OBJECTIVES: *Course will teach students to:*

- A. Demonstrate how the food industry including Chefs, food influencers and food brands use social media to expand their reach.
- B. Illustrate how to launch a food brand on social media, create meaningful content and how to evaluate content based on analytics.
- C. Learn the ethical and business aspects related to social media disclosures, paid partnerships and how to monetize social media content.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Identify and understand how social media is used to build a brand and obtain customers.
 - 2. Recognize and learn how specific social media platforms can be used by the food industry.
 - 3. Experiment with content creation, content scheduling and how to monitor analytics.
 - 4. Demonstrate how to create content that will reach a particular audience.
 - 5. Examine how food influencers partner with brands to monetize their social media content.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 1: Speech Communication
Outcome 3: Assess an audience and situation so as to adapt verbal and nonverbal messages to best meet the needs and expectations of the audience.

IV. CONTENT/TOPICAL OUTLINE

- A. Social Media Platforms
 - 1. Social Media Brand Development
 - 2. Customer Exploration
- B. Social Media Content Creation
 - 1. Content Planning and Scheduling
 - 2. Content Evaluation
- C. Business of Social Media
 - 1. Paid Partnerships
 - 2. Disclosure and ethical concerns

V. INSTRUCTIONAL MATERIALS

A. Required Text(s):

VI. METHODS OF PRESENTATION/INSTRUCTION

A. Methods of presentation typically include a combination of the following:

1. Lecture/Lab work
2. PowerPoint/Handouts
3. Online quizzes and online discussions
4. Class Discussion/Presentations/Small Group Work

VII. METHODS OF EVALUATION

A. Methods of evaluation typically include a combination of the following:

1. Discussion
2. Quizzes
3. Assignments
4. Exams
5. Lab Performance

B. SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Successful completion of all exams, projects and additional assignments.
- B. A grade of 70% (C) or better needed in degree programs.