

<b>COURSE: SOCIAL NETWORKS AND VIRTUAL COMMUNITIES</b>		
<b>DEGREE: Information and Digital Content</b>	<b>YEAR: 2</b>	<b>TERM: 2</b>

WEEKLY PLANNING								
WEEK	SESSION	DESCRIPTION	TEACHING (mark X)		SPECIAL ROOM FOR SESION (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			L E C T U R E S	S E M I N A R S		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. Estim. 6,5h)
1	1	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA THEME 1. FRAMEWORK AND TECHNOLOGICAL CONTEXT: NEW PATTERNS OF CONSUMPTION AND PROVISION OF CONTENTS AND SERVICES Evolution of the Web: Technological progress of the Web; Infoxication, immediacy, communication, interaction, virtuality	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5
	2	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA THEME 1. FRAMEWORK AND TECHNOLOGICAL CONTEXT: NEW PATTERNS OF CONSUMPTION AND PROVISION OF CONTENTS AND SERVICES Evolution of the Web: Technological progress of the Web; Infoxication, immediacy, communication, interaction, virtuality	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	

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2	3	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA THEME 1. FRAMEWORK AND TECHNOLOGICAL CONTEXT: NEW PATTERNS OF CONSUMPTION AND PROVISION OF CONTENTS AND SERVICES Web behaviors: consumption, presumption, habits <i>New social media: typology, function and characteristics</i>	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5
	4	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA SUBJECT 1. FRAMEWORK AND TECHNOLOGICAL CONTEXT: NEW PATTERNS OF CONSUMPTION AND PROVISION OF CONTENTS AND SERVICES Web behaviors: consumption, presumption, habits <i>New social media: typology, function and characteristics</i>	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	
3	5	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA THEME 2. THE COMMUNITY AS A NEW INTERNET AXIS: PARTICIPATION Types and uses of Virtual Communities: Communication: messaging, news, forums; Generation of contents: blogs, wikis	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5
	6	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA THEME 2. THE COMMUNITY AS A NEW INTERNET AXIS: PARTICIPATION Types and uses of Virtual Communities: Communication: messaging, news, forums; Generation of contents: blogs, wikis	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	
4	7	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA THEME 2. THE COMMUNITY AS A NEW INTERNET AXIS: PARTICIPATION Types and uses of social networks: Interactive communication (examples): Image (examples)	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5

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5	8	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA THEME 2. THE COMMUNITY AS A NEW INTERNET AXIS: PARTICIPATION Types and uses of social networks: Interactive communication (examples): Image (examples)	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5
	9	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA THEME 3. NEW SOCIAL MEDIA: TYPOLOGY, FUNCTION AND CHARACTERISTICS: PROJECTIONS Economics (digital economy) Social (relations, advertising, marketing)	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	
	10	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA THEME 3. NEW SOCIAL MEDIA: TYPOLOGY, FUNCTION AND CHARACTERISTICS: PROJECTIONS Economics (digital economy) Social (relations, advertising, marketing)	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	
6	11	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA THEME 3. NEW SOCIAL MEDIA: TYPOLOGY, FUNCTION AND CHARACTERISTICS: PROJECTIONS Policies (transparency and governance) Educational and training	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5
	12	DIDACTIC UNIT 1. INTRODUCTION TO SOCIAL MEDIA THEME 3. NEW SOCIAL MEDIA: TYPOLOGY, FUNCTION AND CHARACTERISTICS: PROJECTIONS Policies (transparency and governance) Educational and training	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	

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7	13	DIDACTIC UNIT 2. MANAGEMENT OF VIRTUAL COMMUNITIES: COMPETENCES AND TOOLS THEME 1. WHAT IS UNDERSTOOD BY INTERNET COMMUNITIES THEME 2. COMMUNITY MANAGEMENT: STRATEGY AND PROFESSIONAL PROFILE FOR THE MANAGEMENT OF COMMUNITIES Roles and functions of the community manager Tools 2.0 for classification and content management	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5
	14	DIDACTIC UNIT 2. MANAGEMENT OF VIRTUAL COMMUNITIES: COMPETENCES AND TOOLS THEME 1. WHAT IS UNDERSTOOD BY INTERNET COMMUNITIES THEME 2. COMMUNITY MANAGEMENT: STRATEGY AND PROFESSIONAL PROFILE FOR THE MANAGEMENT OF COMMUNITIES Roles and functions of the community manager Tools 2.0 for classification and content management	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	
8	15	DIDACTIC UNIT 2. MANAGEMENT OF VIRTUAL COMMUNITIES: COMPETENCES AND TOOLS THEME 2. COMMUNITY MANAGEMENT: STRATEGY AND PROFESSIONAL PROFILE FOR THE MANAGEMENT OF COMMUNITIES Publishing services 2.0 Personal brand: digital identity and online reputation Social Media Plan Theoretical fundament	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5

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9	16	DIDACTIC UNIT 2. MANAGEMENT OF VIRTUAL COMMUNITIES: COMPETENCES AND TOOLS THEME 2. COMMUNITY MANAGEMENT: STRATEGY AND PROFESSIONAL PROFILE FOR THE MANAGEMENT OF COMMUNITIES Publishing services 2.0 Personal brand: digital identity and online reputation Social Media Plan Theoretical fundament	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	0,5
	17	DIDACTIC UNIT 2. MANAGEMENT OF VIRTUAL COMMUNITIES: COMPETENCES AND TOOLS THEME 3. THE CURE OF CONTENTS AS A TECHNIQUE OF SELECTION AND FILTRATION OF CONTENTS IN THE NETWORK Theoretical basis of Content curation and content curator profile Content Curator Strategies: models and processes	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5
	18	DIDACTIC UNIT 2. MANAGEMENT OF VIRTUAL COMMUNITIES: COMPETENCES AND TOOLS THEME 3. THE CURE OF CONTENTS AS A TECHNIQUE OF SELECTION AND FILTRATION OF CONTENTS IN THE NETWORK Theoretical basis of Content curation and content curator profile Content Curator Strategies: models and processes	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	
	19	DIDACTIC UNIT 2. MANAGEMENT OF VIRTUAL COMMUNITIES: COMPETENCES AND TOOLS THEME 3. THE CURE OF CONTENTS AS A TECHNIQUE OF SELECTION AND FILTRATION OF CONTENTS IN THE NETWORK Identification and selection of relevant digital information Tools for the Content Curator	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5



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13	24	DIDACTIC UNIT 3. SOCIAL MEDIA PLAN AS A TOOL FOR ONLINE COMMUNITY MANAGEMENT THEME 1. THEORETICAL FOUNDATIONS. SOCIAL MEDIA MARKETING Applications in services Effects of predictability: debates ROI and metrics	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	0,5
	25	DIDACTIC UNIT 3. SOCIAL MEDIA PLAN AS A TOOL FOR ONLINE COMMUNITY MANAGEMENT THEME 2. DESIGN OF A SOCIAL MEDIA PLAN Challenges of Social Networks and Virtual Communities Virtuality and iconism Authorship, intellectual property, privacy Rights and duties in digital social media Rules of behavior: political and social The eEconomy Work and learning	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5
	26	DIDACTIC UNIT 3. SOCIAL MEDIA PLAN AS A TOOL FOR ONLINE COMMUNITY MANAGEMENT THEME 2. DESIGN OF A SOCIAL MEDIA PLAN Challenges of Social Networks and Virtual Communities Virtuality and iconism Authorship, intellectual property, privacy Rights and duties in digital social media Rules of behavior: political and social The eEconomy Work and learning	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	

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14	27	DIDACTIC UNIT 3. SOCIAL MEDIA PLAN AS A TOOL FOR ONLINE COMMUNITY MANAGEMENT THEME 2. DESIGN OF A SOCIAL MEDIA PLAN Knowledge in Social Networks and Virtual Communities Reading and editing messages on social media web Processing of messages towards knowledge and knowledge The infocomunicational competences Literacy and strategies for the use of digital social media Competence instruments in digital social media	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	6,5
	28	DIDACTIC UNIT 3. SOCIAL MEDIA PLAN AS A TOOL FOR ONLINE COMMUNITY MANAGEMENT THEME 2. DESIGN OF A SOCIAL MEDIA PLAN Knowledge in Social Networks and Virtual Communities Reading and editing messages on social media web Processing of messages towards knowledge and knowledge The infocomunicational competences Literacy and strategies for the use of digital social media Competence instruments in digital social media	x		Computer Classroom	Study of the documentation of the conceptual framework and use of the documentation of the illustrative, complementary framework and exercises in class	1,5	
<b>Subtotal 1</b>							<b>42</b>	<b>91</b>
<b>Total 1 (Hours of class plus student homework)</b>							<b>133</b>	
15		Tutorials, handing in, etc					3,6	-
16		Assessment					3	10
17								
18								
<b>Subtotal 2</b>							<b>6,6</b>	<b>10</b>
<b>Total 2 (Hours of class plus student homework)</b>							<b>17</b>	



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<b>TOTAL ( <u>Maximun 150 horas</u> )</b>						<b>150</b>		