



SOCIAL MEDIA AND INDUSTRY FORECAST FOR THE MEDICAL PRACTICE

Meeting Days, Times, Location: [ONCE EVERY WEDNESDAY for 2 hours AND FRIDAY for 1 hour (OFFICE HOUR) FOR 6 CONSEQUITIVE WEEKS, ONLINE]

Units: [3], Section(s): [TBD]

Instructor information

Name	Gerald E Morris MD, MPH, ABOM
Contact Info	gemorrismd@gmail.com
	Tel: 1-973-842-1337
Office location	Tucson, Arizona USA
Office hours	Friday - 2-3 pm Mountain Standard Time

TA Information [If applicable]

TA name	N/A
TA Contact Info	N/A
Office location	N/A
Office hours	N/A

Course Description

- Students in this class will gain a better understanding of Social Media and its use and best practices for leveraging it for growth of the Medical Practice and for business growth

Learning Objectives

After completing the course, students will have a better understanding of

- How to set up a Business Facebook, Instagram and Linked-in Profile

- Best Practices for Organic Facebook growth
- Best Practices for Linked in Profile optimization
- Best Practice for Instagram Profile

Learning Resources

- TBD

Assessments

The final course grade will be calculated using the following categories:

Assessment	Percentage of Final Grade
20 Points Midterm Exam	20%
30 Points Final Exam	30%
20 Points Weekly Online Posts	20%
30 Points Weekly Assignments	30%

Students will be assigned the following final letter grades, based on calculations coming from the course assessment section.

Grade	Percentage Interval
A	90-100 Points
B	80-89 Points
C	70-79 Points
F	<70 Points

Grading Policies

- **Late-work policy:** The instructor will accept late work without a penalty in case of health or personal family concerns where evidence is submitted. Otherwise, a 5% deduction may result
- **Make-up work policy:** On a case by case basis.
- **Re-grade policy:** On a case by case basis.
- **Attendance and/or participation policy:** Missing a weekly meeting will lead to a 5% grade deduction.

This penalty will not apply if in the case of Medical emergency with proper documentation provided.

Course Policies

- **Attendance & Participation:** Attendance and/or participation is graded component of this course.
- **Academic Integrity & Collaboration:** Plagiarism of any kind will result in an F grade. Collaboration between student is encourage.
- **Late-work/Make-up work policy:** Late work will lead to a 5% grade reduction for each day the assignment is late unless prior permissions were obtained from the instructor. This penalty will not apply if a doctor's note is presented.
- **Accommodations for students with disabilities and student wellness:** If you have a disability and require accommodations, please contact me. If you have an accommodations letter from the Disability Resources office, I encourage you to discuss your accommodations and needs with the instructor as early in the semester as possible. I will work with you to ensure that accommodations are provided as appropriate.

Course Schedule

Date	Theme/Topic	Learning Outcomes Addressed	Assignments Due
TBD	TBD	TBD	TBD