

CMST 3740 - Social Media Communication Strategy and Tactics

Fall 2026 Syllabus, Section A01, CRN 43779,

Credit hours: 3

Instructor

Rebecca Curnalia

Email: rmcurnalia@ysu.edu

Public Instructor Information

I

Professor: Dr. Rebecca Curnalia

Credentials:

Ph.D., 2007, Kent State University, Communication Studies (Media and Persuasion emphasis)

M.A., 2003, Northern Illinois University, Communication Studies (Theory emphasis)

B.A., 2001, Olivet College, Communication (Journalism emphasis)

Office: Bliss 2013

Phone: 330-475-9295 (cell)

Course Description

3740. This course examines practical applications of social media for effective communication. Students learn strategies for managing personal and professional social media accounts, creating engaging content, and building strong online communities, focusing on community management, message design, and analytics. Prereq.: CMST 2630. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Social Media for Strategic Communication: Creative Strategies and Research-Based Applications (3rd Edition)	K. Freberg	9781071936771

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
10/19	Chapters 1 & 2	The Art, Science, Ethics, and Legal Considerations in Social Media Content	Discussion Social Media Guide Assignment
10/26	Chapters 3 & 5	Branding and SM Careers	Discussion Career Assignment
11/2	Chapters 6 & 7	SM Research and Strategic Planning	Discussion Social Media Monitoring Assignment
11/9	Chapters 8 & 9	Influencer Marketing and Paid Media	Discussion Prospective Brand Influencers Midterm Exam

11/16	Chapters 10 & 11	Writing, Creating, and Curating Content for Social Media	Discussion Social Media Content Pitch
11/23	Chapters 12 & 13	Crisis Comm and Evaluating SM Outcomes	Discussion SM Calendar and Target KPIs
11/30	Chapter 14	Social Media Applications in Various Fields	Self-Reflection on Fields of Interest in SM Final Exam

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.