ALGONQUIN COLLEGE

PRESENTATION TO THE BOARD OF GOVERNORS

Program Title:	Mobile and Social Media Management
Credential:	Ontario College Graduate Certificate
Program Length:	One Year (three terms)
School:	Media and Design
Dean:	Russell Mills
Proposed Start Date:	Fall 2013

PURPOSE

This 615 hour, one-year Mobile and Social Media Management Ontario College Graduate Certificate program is offered over three levels and provides students with maximum flexibility in terms of delivery. Students may choose to attend classes, which are scheduled during evenings and weekends, in person or electronically (at the scheduled time or at their convenience). The program prepares students to manage communication strategies related to social media and mobile devices. Students leverage the features of current mobile devices by preparing written content, images, audio, and video files for mobile applications. By tracking mobile metrics students are able to target and strategically communicate with mobile audiences using social media. In the final term student's work with real-world clients using industry standard practices. Applicants will be required to demonstrate a working knowledge of social media.

Graduates acquire the skills and training to work in agencies, firms and corporations that deal with the creation, archiving and administration of various digital communication strategies. These industries, both private and public, include design firms, online newspapers and magazines, digital media consultants, advertising agencies, government departments, publishing bureaus, and educational institutions. Graduates may seek employment as online document specialists, web project managers, database specialists, production administrators, content writers, social media managers, project managers, and electronic publishers in public and private agencies, firms, and corporations that create and administer digital communication strategies. Graduates may also work as self-employed entrepreneurs in the digital publishing industry.

BACKGROUND

The growth in the area of mobile and social media is being spurred by the changes in media consumption patterns. Virtually all media vehicles have a need to get their messages out through a variety of channels with a new interest in social and mobile. Over the past 10 years, the fields of mobile technology and digital communications have grown. Laptops and personal organizers have evolved into smart phones used for all aspects of communication. This trend has extended to developing nations whereby mobile is one of the major forms of communication and digital process. The future of mobile technology will continue to change as businesses adopt this as their main form of communication. What is lacking is the ability to effectively use these emerging media and the technology from a communication standpoint. Within the ever-evolving technology space, mobile media has emerged as a major communication vehicle and has created a need for specialists who can develop the communications aspect. This program will focus on the emerging use of mobile (whether it be laptop, iPad, smart phones or smart books) in a communication capacity.

CONSIDERATIONS

(i) Evidence of Need

As more and more businesses and organizations are seeking to use mobile media to enhance communication strategies it is without a doubt that there is a need for professionals to manage, guide and monitor these activities. This will create need to hire trained individuals or invest in training for existing staff to upgrade their skills. Employment trends in the area of mobile and social media suggest staggering growth in this field. As

this is a relatively new market, specific growth patterns on mobile media where not uncovered by the labour market analysis conducted by Hanover Research in July 2011. However, research on social media management did show evidence of employment demand. The Hanover Research Study yielded the following key findings:

- media has permeated other industries, such as education, media, and advertising. A comScore market analysis reports that mobile news consumption is increasing worldwide, and several Canadian news agencies, such as Canwest and FP News, have created mobile-optimized sites and adopted new strategies to deliver up-to-the-minute news on mobile devices. Furthermore, the Interactive Advertising Bureau anticipates 2010 mobile advertising revenues to top $51 million in Canada.
- While market trends suggest increasing adoption of mobile media within several key industries, because the field is still in its infancy, there remains a dearth of concrete information on employment trends. Our research did not uncover studies that have focused on the mobile media management occupation and its historic or potential growth. However, a 2010 research study, as well as anecdotal evidence, suggests staggering growth in the related fledgling industry of social media management.
- Current job postings on Indeed.ca – seven specific to mobile media management and a total of 30 reflective of the job titles described in Algonquin College's program proposal – suggest that demand exists for these types of skills and qualifications within the province, though it is difficult to gauge the intensity of that demand without comparative or trend data.

(ii) **Student Interest**

The Hanover Research Study concludes that the Ontario higher education market does not appear to offer students access to a graduate certificate focused solely on the strategic use of mobile media in a business, non-profit, or government setting. Algonquin College's Graduate Certificate in Mobile and Social Media Management would be a unique addition to the provincial higher education landscape. OCAS data from programs with a social media element indicates sufficient interest in this area of study.

(iii) **Staffing**

In the first year of the program, staffing will costs will be attributed to part-time faculty with one full-time faculty taking on the role of coordinator. Consideration will be given to a full-time hire once the program is stable.

(iv) **Admissions Requirements**

Program Eligibility:

Ontario College Diploma, Ontario College Advanced Diploma, Bachelor's Degree or equivalent combination of education and work experience. Potential candidates will be required to demonstrate a working knowledge of social media by submitting documented evidence of a current and active social media web presence.

(iv) **Advisory Committee Support**

Effective March 20, 2012, the Advisory Committee for the Mobile and Social Media Management program had unanimously given their support and recommendation for program approval by the Board of Governors.

(vi) **Strategic Alignment**

The implementation of this program reflects the strategic directions of the College including the commitment to digital learning, alternative delivery with the option of in class or online delivery, leveraging of our relationships with business and industry, and meeting the needs of students and the community.

Appendix 1: Program of Study
Appendix 2: Cash Flow Analysis

RECOMMENDATION

That the Board of Governors approve the Mobile and Social Media Management Ontario College Graduate Certificate program effective Fall 2013 and seek validation of the program title and outcomes from the Credential Validation Service and approval for funding from the Ministry of Training, Colleges and Universities.

Appendix 1: Program of Study

The unique delivery model combines online courses with traditional F2F classes. Theory classes will be delivered online while applied courses will have the option of F2F or an online model.

LEVEL 1 – 15 weeks

COURSE NUMBER	COURSE TITLE	Hours				
		Theory		Lab	Field / Clinical	Total Hours
		In class	Online	In class Or Online		
COM1000	Social Media Strategies		45			45
IMD1008	Media Development Tools			45		45
EPB1007	Mobile Web Implementation			45		45
EPB1008	Writing for Mobile Devices			45*		45
MTM1000	Rich Media Management			45		45
	TOTAL LEVEL HOURS					**225**

Note: Lab time is being offered in class and online concurrently. The delivery mode is entirely optional.
* Students choosing to attend in-class will have 15 online hours. Those who decide to attend fully online will have 45 online hours.

LEVEL 2 – 15 Weeks

COURSE NUMBER	COURSE TITLE	Hours			
		Theory	Lab	Field / Clinical	Total Hours
		In class Or Online	In class Or Online		
MKT2000	Marketing For Mobile Devices	45*			45
DSN2002	Interaction Design		45		45
MTM2007	Content Management Systems		45		45
MTM2008	Podcast Development and Use		30		30
IMD2005	Dynamic Media		45		45
	TOTAL LEVEL HOURS				**210**

Note: Lab time is being offered in class and online concurrently. The delivery mode is entirely optional.
* Students choosing to attend in-class will have 30 online hours. Those who decide to attend fully online will have 45 online hours.

LEVEL 3 – 15 Weeks

COURSE NUMBER	COURSE TITLE	Hours			
		Theory	Lab	Field / Clinical	Total Hours
		In class Or Online	In class Or Online		
MGT3006	Project Management	45			45
MTM3008	Business Practices in a Mobile World	30*			30
EPB3000	Digital Publishing		30		30
MTM3010	Mobile Analytics		30		30
DSN3085	Media Lab		45		45
	TOTAL LEVEL HOURS				**180**

Note: Lab time is being offered in class and online concurrently. The delivery mode is entirely optional.
* Students choosing to attend in-class will have 15 online hours. Those who decide to attend fully online will have 30 online hours.

Certificate Program Total Hours: 615