

Assignment #2

Social media should not be a compulsory course for media majors. The students learn basic data science, information technology trends, and marketing in the social media course. However, the course is not helpful for growth of students. There are students with varied interests in the department of media. Some students are not interested in a data science and marketing, so they just waste time in the class, only because social media is compulsory course. The social media course deals with a corporate marketing using big data, but it is not related to the field of media major that makes a digital content. The corporate marketing is more relevant to the business management majors than media majors. In addition, the textbook is also inappropriate. It was written about an information technology trend, but it was published three years ago. It is not for experts but general public, so students can not learn expertise. The contents of social media course are not what students want to learn and the corporate marketing is no relevant to the media majors. The social media that deals with data science and marketing is not need for all media majors.