Take-Home Final Exam
Option #2

- Locate and identify a major social media organizational "fail"

- Identify/explain/state the problem

- Using the "Five C" course model plus evaluation tools from the course, analyze the "fail"

  Start with Coordinates (think mission statements, core values, audience analysis, etc.) and work through the remaining Cs, offering insights and analysis specific to the issue

- Offer a repair plan based on your analysis of the "fail"

- Include a diagram, highlighting the organization's ineffective use of social media in this instance (broken links, communication problems, missed opportunities, audience issues/effects, etc.)

- Cite sources used