GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96642102	Course Title	YouTuber				
Total Credits		Semester / Year of Study		Section		Date-Time	
Course Description (English)	Learn how to use YouTube creatively for creating a job and learn how to use YouTube wisely and create cool contents, write scripts and shoot videos, and learn audio and video editing techniques to increase your followers as well as earn money from YouTube.						
Course Coordinator	Aj. Sirapakaporn Khooratchawanich						
Course Instructors	Aj. Sirapakaporn Khooratchawanich						
Teaching Assistant (if any)							
Counselling Schedule				Teaching Language	☐ Thai ☒ English ☐ Others, please specify………………………		
Website or Online Teaching Method (if any)							

Course Learning Outcome

1. Students acquire basic knowledge about YouTube Ecosystem and parties involved.

2. Students can understand how YouTube AI/Algorithm works and how to take advantage of it.

3. Using the understanding in YouTube system, students can strategically plan the YouTube channel and tactics to mitigate risks and maximize success opportunity.

4. Students can demonstrate how knowledge of personal branding can be applied to ensure excellent online presence.

5. Students acquire basic knowledge about steps in content creation, and how the steps vary depending on the type of contents.

6. Students can critically analyse other YouTubers' success, be able to apply the findings into practice, and finally can execute content creation on their own.

7. Students can work as a team, using brainstorming and mind-mapping methods to maximise the team's performance.

General Education Learning Outcome: GE-LO	
GE-LO	Value
☒ GE-LO-1 Analytical and Critical Thinking	5
☐ GE-LO-2 Complex Problem Solving	
☒ GE-LO-3 Creativity	3
☒ GE-LO-4 Interpersonal Skills	2
☐ GE-LO-5 Integrity and Perseverance	
☒ GE-LO-6 Active Learning and Learning Strategies	2
☐ GE-LO-7 Resilience, Stress Tolerance and Flexibility	
☒ GE-LO-8 Leadership and Social Influence	1
☐ GE-LO-9 Communication	
☐ GE-LO-10 Entrepreneurship and Startup	
☒ GE-LO-11 Digital Quotient Literacy and Digital Media Production	2
Total Value	<u>15</u>

Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Notes
1	Lecture 01: Introduction to "96642102 YouTuber" Details: - YouTube Evolution	- Lecture	
2	Lecture 02: Understanding YouTube Details: - YouTube Ecosystem - YouTube Monetisation - Ethics on YouTube	- Lecture	
3	Lecture 03: Channel Branding Details: - Channel Positioning - Target Audience - Competitor - Types of Content - Channel Naming and Logo	- Lecture	
4	Lecture 04: YouTube Algorithm Details: - How YouTube Gathers Data - How YouTube Analyses Data - How YouTube Uses Data	- Lecture - Assignment 01	
5	-	- Assignment 01: Presentation and Submission - Midterm Project: "If I Were to Have My Channel"	
6	Discussion: Strategic Planning for YouTube Channel Success	- Midterm Project: Progress Presentation and Coaching	
7	Discussion: Strategic Planning for YouTube Channel Success	- Midterm Project: Progress Presentation and Coaching	
8	-	- Midterm Project: Presentation and Submission	
9	Lecture 05: Content Creation and Storytelling Details: - Steps in content creation: 1. Pre-Production 2. Production	- Lecture	
10	Lecture 06: Content Creation and Storytelling Details: - Steps in content creation: 3. Post-Production	- Lecture - Assignment 02	

Week	Topic/Sub-topic	Activities	Notes
11	Lecture 07: Structure of Content Details: - The Beginning - The Middle - The End	- Assignment 02: Presentation and Submission - Lecture - Final Project: "If I Were to Have My Content"	
12	Discussion: Strategic Planning for YouTube Content Success	- Final Project: Progress Presentation and Coaching	
13	Discussion: Strategic Planning for YouTube Content Success	- Final Project: Progress Presentation and Coaching	
14	Discussion: Strategic Planning for YouTube Content Success	- Final Project: Progress Presentation and Coaching	
15	-	- Final Project: Submission and Presentation	

Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
1. Attendance and Participation	1	4	Semester	Punctuality (later than 09:00 or 13:00 is considered late) Condition: 3 Lates are equivalent to 1 Absence, and students with three absences without legitimate reason will lose one grade level from their total course grade
2. Assignments	4	16	Week 5, Week 11	- Assignment 01: "Find Your Idol – Algorithm Curating Master" (Submission and presentation in Week 5) - Assignment 02: "Find Your Idol – Content Curating Master" (Submission and presentation in Week 11)
3. Midterm Project:	5	20	Week 8	- Midterm Project: "If I Were to Have My Channel" (Submission and presentation in Week 8)
4. Final Project:	5	20	Week 15	- Final Project: "If I Were to Have My Content" (Submission and presentation in Week 15)
Total	15	60		"

Evaluation criteria

Group-based ☐								
☒ Standard-based								
Grade	A	B+	B	C+	C	D+	D	F
Score (60 points)	57-60	49-56.9	41-48.9	34-40.9	27-33.9	21-26.9	15-20.9	0-14.9
☐ Satisfactory/Unsatisfactory (S/U)								
Grade	S				U			
Score (60 points)								

Scoring criteria according to Assessment Plan

Assessment Activities	Learning Outcomes	Value	ระดับคะแนน			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
1. Attendance and Participation	GE-LO-8	1	More than 10 times punctuality	9 – 10 times punctuality	7 – 8 times punctuality	Less than 7 times punctuality
2. Assignments	GE-LO-1	2	Can elaborate on assumptions and discuss implications based on the findings	Assumptions are defined and discussed to some extent	Assumptions are defined, but not explained	Fail to develop assumption to support the rationale for the assignment
	GE-LO-6	2	Clearly understand how online success comes from consistent active learning and can develop learning strategies on their own	Recognise the importance of active learning, and how to do it effectively according to the given instructions	Recognise the importance of active learning, but still struggle on their own	Do not undertake active learning strategy, nor understand its significance
3. Midterm Project:	GE-LO-1	3	Can elaborate on assumptions and discuss implications based on the findings	Assumptions are defined and discussed to some extent	Assumptions are defined, but not explained	Fail to develop assumption to support the rationale for the assignment
	GE-LO-3	1	Successfully practice creativity to maximize success opportunity	Show acceptable amount of creativity	Show creativity, but to a very limited extent. The work is still considered flat/repetitious.	The work is developed purely according to how-to, fail to show any creative practice
	GE-LO-4	1	Work well in group, can deliver the outcome without any personal problem	Team conflict occurs, but able to overcome, with no effect on the outcome	Team conflict occurs, affect the outcome, but able to overcome eventually	Fail to submit the work due to team conflict

Assessment Activities	Learning Outcomes	Value	ระดับคะแนน			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
4. Final Project:	GE-LO-3	2	Successfully practice creativity to maximize success opportunity	Show acceptable amount of creativity	Show creativity, but to a very limited extent	The work is developed purely according to how-to, fail to show any creative practice
	GE-LO-4	1	Work well in group, can deliver the outcome without any personal problem	Team conflict occurs, but able to overcome, with no effect on the outcome	Team conflict occurs, affect the outcome, but able to overcome eventually	Fail to submit the work due to team conflict
	GR-LO-11	2	Create online content in an impressive manner, using a clear understanding about digital universe and on-going trends	Able to create online content, showing enough understanding about digital universe	Show some misunderstanding about the concept or fail to apply the knowledge into practice	Fail to understand the nature of digital environment