Fermanian School of Business
Point Loma Nazarene University
BMK 4050: Digital Marketing Content
Number of Units: 3

Fall 2026 – Quad 2

Meeting days: Online Only	**Instructor:** Christina Cadruvi, DBA
Meeting times: Online Only	**Phone:** (760) 532-4849
Meeting location: Canvas	**E-mail:** ccadruvi@pointloma.edu
Final Exam: WK 8	**Office location and hours:** FSB 126 Office hours by appointment

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character – Professionalism – Excellence – Relationships – Commitment – Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

INTRODUCTION:

The Internet is a dynamic marketplace if there ever was one. This class will give you the theoretical understanding of the internet marketplace necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve their use of the Internet.

The world has changed radically in the past decade. The way that people live, shop, work and buy has been transformed. As a result, companies - from small businesses to Fortune 500 companies - have been forced to adapt. This course will cover the primary methodology and tools that businesses must take to get more visitors, leads, customers, and promoters.

This course uses free certifications, resources, exercises, and software to create a comprehensive approach to running and growing a business. It is a framework to prepare students to enter the world of digital and social media marketing as educated and informed professionals.

A FEW WORDS ABOUT YOUR INSTRUCTOR:

I am currently a full-time Associate Professor of Marketing in the Fermanian School of Business. Before becoming a full-time Professor, I held the position of Executive Director and Chief Marketing Officer for local nonprofits. For over 20 years, I have been helping organizations grow their business and extend their brand awareness through strategic integrated B2B and B2C marketing, fundraising, public relations, public advocacy, public speaking, and leadership. I've raised over $40M for local nonprofits using online and offline tactics such as sales, organic and paid advertising, email marketing, social media marketing, search engine marketing, search engine optimization, designing conversion-centered websites and landing pages.

As a senior-level executive, I have effectively integrated passion and in-depth skill into well-crafted strategic marketing, public relations, social media, and fundraising campaigns to directly fuel multi-million-dollar revenue growth. I am described by others as a foresighted change agent originating life-cycle business, ensuring implementation through effective integrated business and leadership skills as well as a decisive manager of multi-million-dollar budgets.

I graduated from Point Loma Nazarene University's M.B.A. program in 2010. As an alum, I appreciate all of the hard work that each student puts forth and will honor that as I serve you in the classroom.

I am a Christian who believes that integrity is the most important quality needed for someone to be successful in business and life. I also believe that we are all light in the workplace and that others should know we are different by our actions and behavior. Business life can be a platform to bring others to Christ. I also believe that serving others in all that we do can lead to one's own personal success in this life and that we all have the ability to extend grace and mercy to those around us.

COURSE DESCRIPTION

A study of content marketing that builds customer relationships, drives traffic online, generates leads throughout the marketing funnel, and converts them into brand ambassadors. This course examines relationship marketing, emphasizing how strategic storytelling and authentic brand narratives create emotional connections with target audiences. Students develop hands-on skills through industry certifications. Topics include storytelling, copywriting, content development for digital marketing channels, thought leadership as a competitive advantage, and training custom GPTs/Bots for content development.

COURSE LEARNING OUTCOMES

Upon successful completion of the course you are going to be able to:

1. Exhibit an understanding of digital marketing content concepts, practices and issues relevant to marketers (PLO 1 & G1).
2. Describe best practices in digital marketing content and cite industry changes for the top platforms that affect businesses today (PLO 1 & G1).

3. Create a comprehensive Content Marketing Strategy that enables a business to attract and convert customers (PLO 2, G1 & G2).
4. Determine the appropriate KPIs for digital marketing content (PLO 2 & G1).
5. Demonstrate expertise in Hootsuite social media marketing (PLO 3 & 5).

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 8 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 120 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on State Authorization to view which states allow online (distance education) outside of California.

REQUIRED TEXT AND EXAM INFORMATION

1. Required Textbook: This course uses a digital textbook titled, *Content Marketing Strategies: Planning, Creating and Distributing Content*. Once you sign into Canvas and select the course, there will be a Stukent button on the left-hand side navigation bar. There you will click on the button and Launch into Stukent where you will register for the course and purchase the textbook and Simternship™.

2. Required: Stukent Content Marketing Simternship™. The simulation provides students hands-on educational experiences with important elements of content marketing in a fictitious scenario in which they take on the role of content marketing manager at Buhi Supply Co. Student work includes creating strategic content requests with the goal of increasing conversion rate, social media subscribers, podcast subscribers, email subscribers, and ultimately revenue. Along the way, students have the opportunity to create content as well. At the end of this simulated internship, students will be able to:
    - Analyze target market personas
    - Plan content based on target market and search intent
    - Create blogs, podcasts, and videos
    - Research and identify best keywords for SEO
    - Allocate a content budget
    - Assess peer's work and deliver constructive feedback

- Analyze metrics to determine the best content marketing strategy
- Apply best practices for content execution and creation

3. Required: HubSpot Account. This class includes three industry certification exams; AEO Fundamentals, Social Media Marketing II, and Content Marketing. Students must login to their PLNU HubSpot account and locate each certification course in HubSpot Academy to study and complete each exam. Students MAY NOT take the exam prior to the specified date in Canvas. Students who have already taken one of these exams or take it before the specified date are ineligible to take the exam. The student is responsible for working with the instructor to find another suitable industry certification exam to take for credit in the course.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use alternative sources of intelligence (AI) tools (e.g., ChatGPT, iA Writer, Gemini, etc.) in this course for brainstorming and idea generation. You may NOT use AI on exams in this course or cite AI as a source for any research or evidence-based work. Follow the professor's verification process outlined below when using AI to help you find information to include in your marketing efforts:

1. Cross-reference it by searching for the same information on sources like Google or Google Scholar. Find two or more sources that contain the same piece of information.

2. Establish the credibility of each source in step 1. To do so, check who else is citing the source (at least one other) and determine whether the information is current (within the past 12 months).

3. Follow Google's E-EAT guidelines (experience, expertise, authority, and trustworthiness). Provide at least two additional sources that establishes the company as an authority on the piece of information based on points 1 and 2 above. Cite both sources using APA 7th edition in-text and reference guidelines.

Any work that utilizes AI-based tools must be clearly cited per APA 7th edition guidelines. Here is an example of proper a citation:

OpenAI. (2026). *ChatGPT* (version 3.5) [Large language model]. Retrieved from https://chat.openai.com/chat.

Plagiarism is defined as using or taking credit for someone or something else's work without permission or acknowledgment. If you use AI tools to generate work in this course and do not properly cite it then it is considered plagiarism and will be reported to the university as an Academic Integrity violation. In addition to reporting plagiarism to the university, students who use AI to generate work and do not properly cite it will receive a zero on the assignment submitted.

Students must provide a copy of the AI-generated work along with the proper citation. *The AI-generated work is not sufficient*. You must "own" the work by making revisions that align with the specific assignment objective(s) and it must be clear that your final submission is uniquely your "own" work. Credit will not be given for work that is AI-generated, without evidence of your "human touch."

Lastly, you may not copy and paste anything from the textbook used in this course and upload it into an AI tool. That is copyright infringement and will be dealt with as an academic honesty integrity violation.

CONTENT WARNING

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive various types of information. In [class name], all of the class content, including that which may be intellectually or emotionally challenging, has been intentionally curated to achieve the learning goals for this course. The decision to include such material is not taken lightly. These topics include [list topics]. If you encounter a topic that is intellectually challenging for you, it can manifest in feelings of discomfort and upset. In response, I encourage you to come talk to me or your friends or family about it. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of [subject/major], and I will support you throughout your learning in this course.

TRIGGER WARNING

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive several types of information. In [class name], we will cover a variety of topics, some of which you may find triggering. These topics include [list topics]. Each time this topic appears in a reading or unit, it is marked on the syllabus. The experience of being triggered versus intellectually challenged are different. The main difference is that an individual must have experienced trauma to experience being triggered, whereas an intellectual challenge has nothing to do with trauma. If you are a trauma survivor and encounter a topic in this class that is triggering for you, you may feel overwhelmed or panicked and find it difficult to concentrate. In response, I encourage you to take the necessary steps for your emotional safety. This may include leaving class while the topic is discussed or talking to a therapist at the Counseling Center. Should you choose to sit out on discussion of a certain topic, know that you are still responsible for the material; but we can discuss if there are other methods for accessing that material, and for assessing your learning on that material. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of [subject/major], and I will support you throughout your learning in this course.

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital

status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias.

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix or as shown in the PLNU Spiritual Care section of this syllabus.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

GPS ACADEMIC RESOURCES

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- **The GPS Writing Center offers:**
  - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
  - **One-to-one appointments** with the Writing Coach
  - **Microlearning YouTube Video Library** for helpful tips anytime
  - **Research Help Guide** to help you start your research
  - The physical office is located on the third floor of the **Mission Valley Regional Center** off the student lounge
- **Academic Writing Resources Course:** Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. **Watch a quick video run-through** and take time now to explore!
- Grammarly: Students have unlimited FREE access to Grammarly for Education, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly's Generative AI is NOT available with our student accounts.
- **Tutoring**: Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

We are here to support you! Contact us anytime: **GPSWritingCenter@pointloma.edu**

COURSE SCHEDULE AND ASSIGNMENTS

Weekly Quizzes (13; 15 pts. each):

The textbook is well written and contains a lot of basic information about content marketing. Throughout the semester there will be weekly online quizzes that students will complete in Canvas. The purpose of these quizzes is to ensure that students have read and understood the textbook chapters. **Students will complete 13 quizzes. There are NO makeup quizzes.** *All weekly quizzes are due the week it falls on by Sunday at 11:59 p.m. (see class schedule and Canvas for due dates).*

Video Comments (7; 25 pts. each):

Students will watch videos throughout the semester. The videos will be recorded by the professor and embedded into Canvas for students to view. Each video will be a brief lecture on the assigned reading for the week. To complete the assignment, students will comment on each assigned video about one specific thing you learned from the video. In addition, students may ask a clarifying question about a particular point or topic discussed in the video. Students may reply to each other and offer additional insight. **The only requirement to complete the assignment is to comment one specific thing you learned from the video, the clarifying question and replying to others with additional insight is optional.** This will help create a simulated live class session in an online class environment and enhance the learning experience for each student. *All lecture video comments are due the week it falls on by Friday at 11:59 p.m. (see class schedule and Canvas for due dates).*

Content Marketing Simternship™ (10 rounds; 25 pts. each):

Students will individually complete each round without the assistance of anyone else. Students will be graded each round. *Each round is due the week it falls on by Sunday at 11:59 p.m. (see class schedule and Canvas for due dates).*

Current Trend Presentation (100 pts. for presentation; 45 pts. for comments; 145 pts. total):

All students must present the assigned current trend during the semester. You will do this presentation individually and must record a 15-minute engaging video with slides included. Be creative as you present, especially since it's virtual! Teaching the class new information related to the topic, providing tips for how to implement it in business today, real-world examples that illustrate your key points, credible references providing evidence that what you're saying is current and well researched, creativity and engagement, visual appeal and slides free of grammar/spelling errors will earn you the most points. You must dress professionally; a blazer and collared shirt is preferred. Late presentations will receive a zero, no exceptions. *All presentations are due the week it falls on by Friday at 11:59 p.m. (see class schedule and Canvas for due dates).*

If you are not presenting that week, then you will individually view the presentation in Canvas and post one question, comment, and piece of constructive feedback by Sunday at 11:59 p.m. You do not have to comment on your own presentation. This is intended to help provide an atmosphere of honest critique so that everyone may improve in their presentation skills. (Presenters: be sure to follow up to answer any questions your peers ask about your presentation!)

HubSpot AEO Fundamentals, Social Media Marketing II & Content Marketing Certification Exams (3; 2 at 50 pts. each; 1 at 100 pts.):

Each student will be required to take three industry exams and receive marketing certifications if the exam is passed according to the requirements. You will need to pass the certification exam to receive full credit.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Academic Honesty Verification	0	A=93-100% F=0-59% A-=92-90% B+=87-89% B=83-86% B-=80-82% C+=77-79% C=73-76% C-=70-72% D+=67-69% D=63-66% D-=60-62%
What is your Why?	15	
Light Week Reflection	20	
Weekly Quizzes (13 total; 15 pts. ea.)	195	
Video Comment Assignments (7 total; 25 pts. ea.)	175	
Content Marketing Simternship (10 rounds; 25 pts. ea.)	250	
Current Trend Presentation & Comments (100 pts. for presentation & responses to classmates; 15 pts. for each comment on a total of 3 presentations, 45 pts.; 145 pts. total for presentation and participation)	145	
Certification Exams (3; 2 at 50 pts. each; 1 at 100 pts.)	200	
TOTAL	1,000	

DUE DATES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in when they are due—see details in Canvas. Late work will not be accepted for credit except in the following University-sanctioned circumstances: illness (with doctor's note), death, university-sponsored field trip or activity, military obligation, or religious holiday. There are no makeup quizzes or exams.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU RECORDING NOTIFICATION

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

PLNU ACADEMIC BEHAVIOR POLICY

Both faculty and students at Point Loma Nazarene University have the right to expect a safe and ordered environment for learning. Students are expected to take the initiative to learn and conduct themselves in a mature and civil manner in the classroom environment. Any student behavior that is disruptive or threatening is a serious affront to Point Loma Nazarene University as a learning community. Students who fail to adhere to these behavioral standards may be subject to disciplinary action, including removal from class or further university sanctions. For a full definition of disruptive behavior, response procedures, and the appeal process, please consult the Academic Behavior Policy in the University Catalog.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See Adult Undergraduate Academic and General Policies for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course.

Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

COURSE MODALITY DEFINITIONS

1. Online Courses: These are courses with class meetings where all instruction and interaction is fully online.
    a. Synchronous Courses: At least one class meeting takes place at a designated time.
    b. Asynchronous Courses: All class meetings are asynchronous.
2. Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.
3. In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).

PLNU ATTENDANCE AND PARTICIPATION POLICY

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day.

SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith.

At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions or a desire to meet or share any prayer requests with the onsite chaplain, you may email Dr. Sylvia Cortez Masyuk at scortezm@pointloma.edu.

In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

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INSTRUCTOR FEEDBACK

Assignments will be graded as soon after the due date as possible and grades for the week will be posted to the Canvas gradebook. If an immediate response is needed text the instructor.

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the *Technology and System Requirements* information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams require a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

ASSIGNMENTS AT-A-GLANCE *(next page and subject to change)*

WK	**Topics**	**Learning Activities** (Readings, External Videos, Articles, Podcasts) ***(S) = Student to Student Interaction***	**Discussion Boards** ***(S) = Student to Student Interaction***	**Homework** (Quantitative, Papers) ***(S) = Student to Student Interaction***	**Other** (Case Studies, Simulations, Group Projects, Presentations) ***(S) = Student to Student Interaction***	**Faculty Interaction** {Faculty Recorded Content (eg. video or podcast, Optional Live Zoom for exam prep only) ***(S) = Student to Student Interaction***	**Points (*Total must equal 1000*)**	**Student Hours (*Total range 112.5 to 120*)**
1	1. What is Content Marketing? 2. The Business of Content Marketing	1. Read Ch. 1 & 16 2. Watch Lecture Videos on Ch. 1 & 16	1. Video Comment 2. Introductions: Share your personal "Why"	1. Academic Honesty Verification 2. Quiz 1 – Ch. 1 3. Quiz 2 – Ch. 16	1. Current Trend Presentation #1 & Comment	1. Welcome Video	85-185	15

2	1. Content and Its Different Forms 2. Marketing Principles	1. Read Ch. 2 & 3 2. Watch Lecture Videos on Ch. 2 & 3	1. Video Comment	1. Quiz 3 – Ch. 2 2. Quiz 4 – Ch. 3	1. Current Trend Presentation #2 & Comment	1. Optional: Zoom Office Hours Tuesday or Thursday by appointment	70-175	12
3	1. Blogging: Writing for the Web 2. Video Content	1. Read Ch. 4 & 5 2. Watch Lecture Videos on Ch. 4 & 5	1. Video Comment	1. Quiz 5 – Ch. 4 2. Quiz 6 – Ch. 5 3. Content Marketing (CM) Simternship Rounds 1 & 2	1. Current Trend Presentation #3 & Comment	1. Optional: Zoom Office Hours Tuesday or Thursday by appointment	120-220	18
4	1. Podcasts and Other Audio Content 2. Visual Content	1. Read Ch. 6 & 7 2. Watch Lecture Videos on 6 & 7	1. Video Comment	1. Quiz 7 – Ch. 6 2. Quiz 8 – Ch. 7 3. CM Simternship Rounds 3 & 4	1. Current Trend Presentation #4 & Comment	1. Optional: Zoom Office Hours Tuesday or Thursday by appointment	120-220	18
5	1. ***Week 5 is a Light Week – Happy Thanksgiving !***			1. CM Simternship Rounds 5 & 6		1. Light Week Reflection	65	2
6	1. Selecting a Social Media Platform 2. Sharing Content on Social Media	1. Read Ch. 9 & 10 2. Watch Lecture Videos on 9 & 10	1. Video Comment	1. Quiz 10 – Ch. 9 2. Quiz 11 – Ch. 10 3. CM Simternship Rounds 7 & 8	1. Complete HubSpot Social Media Marketing II Exam	1. Optional: Zoom Office Hours Tuesday or Thursday by appointment	155	18
7	1. Search Engine Optimization 2. List Building and Email Marketing	1. Read Ch. 11 & 12 2. Watch Lecture Videos on Ch. 11 & 12	1. Video Comment	1. Quiz 12 – Ch. 11 2. Quiz 13 – Ch. 12 3. CM Simternship Rounds 9 & 10	1. AEO Fundamentals Certification Exam	1. Optional: Zoom Office Hours Tuesday or Thursday by appointment	155	18
8	1. Content Marketing Analytics	1. Read Ch. 14 2. Watch Lecture Video on Ch.14	1. Video Comment	1. Quiz 14 – Ch. 14	1. HubSpot Content Marketing Certification Exam		140	15