



**Fermanian School of Business**  
**Point Loma Nazarene University**  
**MKT 3050: Social Media & Digital Marketing**  
**Number of Units: 3**

### **Spring 2020: Section 1**

<b>Meeting days:</b> Tuesday/Thursday	<b>Instructor:</b> Christina Kalberg, MBA
<b>Meeting times:</b> 11:00am-12:15pm	<b>Phone:</b> (760) 532-4849
<b>Meeting location:</b> FSB103	<b>E-mail:</b> ckalberg@pointloma.edu
<b>Final Exam: Thursday, May 7<sup>th</sup> from 10:30 a.m. to 12:00 p.m.</b>	<b>Office location and hours:</b> 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 the Executive Director of a small not-for-profit organization in San Diego called the [Diabetes Research Connection](#) (DRC). Before becoming the Executive Director at DRC, I was the Executive Director for another not-for-profit organization called Angel Faces. Prior to Angel Faces, I was the Business Development Manager at The Elizabeth Hospice for 10 years. For nearly 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 have generated over \$40M for local nonprofit organizations using online and offline marketing, sales and fundraising skills.

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 alumnus, 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**

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A study of the social media and digital marketing issues relevant to marketers. Topics include the use of social media platforms to develop customer relationships, digital elements of marketing variables, e-consumer behavior, website development issues, analytics, measurement, and search engine marketing.

## **COURSE STRUCTURE**

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This class will employ many of the ideas outlined in the [flipped classroom](#) methodology. A flipped classroom is a type of blended learning where students consume instructional content (lectures, videos, reading) outside of the classroom and use in-class time to conduct classroom exercises and do activities that are traditionally assigned as homework.

## **COURSE LEARNING OUTCOMES**

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

1. Exhibit an understanding of social media and digital marketing concepts, practices and issues relevant to marketers (PLO 1 & G1).
2. Describe best practices in social media marketing and cite industry changes for the top platforms that affect businesses today (PLO 1 & G1).
3. Create a comprehensive Inbound Marketing Strategy that enables a business to attract, convert, close and satisfy customers (PLO 2, G1 & G2).
4. Determine the appropriate KPIs for digital and social media marketing (PLO 2 & G1).
5. Collaborate effectively in teams to prepare and present an Inbound Marketing Strategy (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 three-unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

## **REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES**

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1. Required Textbook: This course uses two digital textbooks that can be accessed at <http://library.stukent.com>. *Digital Marketing Essentials & Social Media Marketing*. Go to <https://home.stukent.com/join/887-C85> to register for the online course and materials.
2. Required: HubSpot Content Marketing Certification MID-TERM Exam: Content marketing is the foundation for executing an effective inbound marketing strategy. This certification will teach you how storytelling, content creation, repurposing and promotion come together to build an inbound content marketing machine that grows a business and your career. Each student received an email from HubSpot on 1/14/20, please follow the directions in the email to login and register for the course and exam. The course overview videos, and exam will take approximately 10 hours in total. You need to pass the exam to receive full credit.
3. Required: Hootsuite Platform Certification FINAL Exam: You will get your Hootsuite Platform Certification by passing an online exam testing your ability to use Hootsuite effectively. The online exam is based on [Hootsuite's free online Platform Training courseware](#) - covering everything from engaging with prospects to running effective social

media campaigns and contests and using Hootsuite. The course materials and exam will take approximately eight hours in total. You need to pass to receive full credit. Follow the instructions provided by the instructor to register for the course and certification exam.

## **COURSE SCHEDULE AND ASSIGNMENTS**

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### **Weekly Quizzes (11; 20 pts. each):**

The textbook is well written and contains a lot of basic information about digital and social media marketing. Throughout the semester there will be weekly online quizzes that students will complete on Stukent.com. The purpose of these quizzes is to ensure that students have read and understood the textbook chapters. **Students will complete 11 quizzes. There are NO makeup quizzes.** *All weekly quizzes are due on the Monday before class at 11:59 p.m. (see schedule).*

### **Weekly Discussion Board (10; 5 pts. each):**

Each group must submit at least one question regarding the Inbound Marketing Strategy group project to the class discussion board weekly on Thursdays in class. You will only receive credit for this assignment if you are present in class and attend the entire class session with the group.

### **Weekly In-Class Social Media Talk Show Quizzes (10; 5 pts. each):**

Students will be watching the Social Media Talk Show every week throughout the semester. Students will then be required to answer key questions about the material in class every Tuesday. The questions will be set up as quizzes in Canvas and will only be available for 10 minutes of every Tuesday class session throughout the semester. Students that do not attend class, are late or leave early, will not receive credit.

### **Weekly In-Class Reflections/Participation Points (10; 5 pts. each):**

Reflections each week may take on a different format. Some may involve reflecting on various quotes or Bible verses, while others may involve some sort of activity. The reflection each week should be one paragraph (approx. 200 words) and will be done in-class every Thursday. You will be graded on the quality of your post and grammar/spelling. Please proofread so you may submit an error-free response.

### **HubSpot Content Marketing Certification (100 pts. total):**

Content marketing is the foundation for executing an effective inbound marketing strategy. This certification will teach you how storytelling, content creation, repurposing and promotion come together to build an inbound content marketing machine that grows a business and your career. The course overview videos, and exam will take approximately eight hours in total. You will need to pass the certification exam to receive full credit.

### **Hootsuite Platform Certification (100 pts. total):**

You will get your Hootsuite Platform Certification by passing an online exam testing your ability to use Hootsuite effectively. The online exam is based on Hootsuite's free online Platform Training courseware - covering everything from engaging with prospects to running effective social media campaigns and contests and using Hootsuite. The course materials and exam will take approximately eight hours in total. You will need to pass the certification to receive full credit.

### **Group Project: Inbound Marketing Strategy Deliverables: 1-4 (4; 25 pts. each; 100 pts. total)**

There are four stages in the Group Project this semester. The four deliverables that are due according to the class schedule. Late assignments will receive a zero, no exceptions. Peer-to-peer evaluations will be conducted for each deliverable and are worth 10 points each, a total of 40 points.

### **FINAL Group Project: Inbound Marketing Strategy (200 pts. total):**

As a learning exercise in this course, you will, as part of a team, write a comprehensive inbound marketing strategy for a small to medium sized (1-500 employees) company of your choice.

The project will consist of four deliverables and a final paper and presentation to be turned in according to the class schedule and the specific instructions.

**Each group will submit a final paper and present to the class according to the class schedule.** Peer-to-peer evaluations will be conducted and are worth 40 points.

## **FINAL EXAMINATION POLICY**

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Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site. No requests for early examinations or alternative days will be approved.

### **Attendance (50 pts. total):**

Attendance is an important part of your grade in this class. To do well, come to class and talk knowledgeably about the assigned readings for the day (make sure I noticed and know your name!). Ways to decrease your grade: miss class, come late or leave early, say nothing, do little, be a poor group member!

## **ATTENDANCE POLICY**

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Regular and punctual attendance at all classes is considered essential to optimum academic achievement. Coming to class late or leaving early will be counted against the student's attendance. If a student is late or leaves early three times, then it will be counted as one absence. If the student is absent from more than 10 percent of class meetings, the professor has the option of filing a

written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice. If the date of de-enrollment is past the last date to withdraw from a class, the student will be assigned a grade of W or WF consistent with university policy in the grading section of the catalog. See [Academic Policies](#) in the (undergrad/graduate as appropriate) academic catalog. **For each unexcused absence, five points will be deducted from the student's overall attendance/participation grade. If a student is late or leaves early, two points will be deducted from the student's overall attendance/participation grade.**

### **PLNU COPYRIGHT POLICY**

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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 ACADEMIC HONESTY POLICY**

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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. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

### **PLNU ACADEMIC ACCOMMODATIONS POLICY**

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While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly

recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

### ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Weekly Quizzes (11; 20 pts. each)	220	A=93-100% 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% F=0-59%
Weekly In-Class Social Media Talk Show Quizzes (10; 5 pts. each)	50	
Weekly Discussion Board (10; 5 pts. each)	50	
Weekly In-Class Reflections/Participation Points (10; 5 pts. each)	50	
Hootsuite Certification	100	
HubSpot Certification	100	
Deliverables: Inbound Marketing Strategy (4; 25 pts. each)	100	
Final Project: Inbound Marketing Strategy (200 pts. total)	200	
Final Project: Peer Review	80	
Attendance	50	
<b>TOTAL</b>	<b>1,000</b>	

### DUE DATES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned-in when they are due—including assignments posted in Canvas. Late work will not be accepted for credit except the following University-sanctioned circumstances: illness (with doctor's note), death, university-sponsored field trip or activity, military obligation, religious holiday. If you must miss scheduled exam dates, let me know in advance and I will consider scheduling a make-up exam for you. Please, do not simply skip the exam and ask for consideration afterwards. You will receive zero points on the exam if this happens.

**WEEKLY SCHEDULE**

SESSION/DAY/DATE	IN CLASS ACTIVITIES	LEARNING OBJECTIVES	ASSIGNMENTS DUE DATE
<b>WEEK 1</b>			
DAY 1 Jan. 16	<ul style="list-style-type: none"> <li>• Introductions and discussion of course content, assignments, grading, etc.</li> </ul>		<a href="#">Activate Stukent Account</a>  <a href="#">Activate HubSpot Account</a>
<b>WEEK 2</b>			
DAY 1 Jan. 21	<p><b><u>In-Class Assignment.</u></b> Social Media Talk Show Quiz #1</p> <p><b><u>Chapter 1.</u></b> Digital Marketing Foundations</p>		<p><a href="#">Quiz 1</a> (Digital Marketing, Ch. 1) due Monday, Jan. 20 at 11:59 p.m.</p> <p><a href="#">HubSpot Certification</a> Understanding Content Marketing (10 min.) &amp; The Power of Storytelling (23 min.)</p>
DAY 2 Jan. 23	<p><b><u>In-Class Assignment.</u></b> Reflection #1</p> <p><b><u>Weekly Discussion Board #1</u></b></p> <p><b><u>Application Day.</u></b> Inbound Marketing Strategy</p> <p>- Watch video: <a href="#">What is Inbound?</a></p> <p>- Brian Halligan (HubSpot CEO) presentation at Harvard Innovation Lab: <a href="#">What is Inbound Marketing</a></p> <p>Exercise: <a href="#">How to build an Inbound strategy in 24 hours</a></p>		
<b>WEEK 3</b>			
DAY 1 Jan. 28	<p><b><u>In-Class Assignment.</u></b> Social Media Talk Show Quiz #2</p> <p><b><u>Chapter 2.</u></b> Web Design (Desktop &amp; Mobile)</p>		<p><a href="#">Quiz 2</a> (Digital Marketing, Ch. 2 &amp; 3) due Monday, Jan. 27 at 11:59 p.m.</p> <p><a href="#">HubSpot Certification</a> Generating Content Ideas (16 min.) &amp; Planning a Long-Term Content Strategy (29 min.)</p>
DAY 2 Jan. 30	<p><b><u>In-Class Assignment.</u></b> Reflection #2</p> <p><b><u>Weekly Discussion Board #2</u></b></p> <p><b><u>Application Day.</u></b> Inbound Marketing Strategy</p> <p>Blog: <a href="#">How to create an unbeatable content marketing plan</a></p> <p>Blog: <a href="#">How to create detailed buyer personas for your business</a></p>		



WEEK 4			
DAY 1 Feb. 4	<p><b><u>In-Class Assignment</u></b>, Social Media Talk Show Quiz #3</p> <p><b><u>Chapter 3</u></b>, Analytics</p>		<p><b>Quiz 3</b> (Digital Marketing, Ch. 4) due Monday, Feb. 3 at 11:59 p.m.</p>
DAY 2 Feb. 6	<p><b><u>In-Class Assignment</u></b>, Reflection #3</p> <p><b><u>Weekly Discussion Board #3</u></b></p> <p><b><u>Application Day</u></b>, Inbound Marketing Strategy</p> <p><b><u>An Introduction to Buyer Personas</u></b></p> <p>Exercise: <b><u>Content planning template</u></b></p> <p>Resources: <b><u>Free content planning templates</u></b> (buyer personas, calendar, planning etc)</p>		<p><b>Group Project: Deliverable 1</b> due Thursday, Feb. 6 at 11:59 p.m.</p> <p><b>HubSpot Certification</b> Building a Content Creation Framework (21 min.) &amp; Becoming an Effective Writer (23 min.)</p>
WEEK 5			
DAY 1 Feb. 11	<p><b><u>In-Class Assignment</u></b>, Social Media Talk Show Quiz #4</p> <p><b><u>Chapter 4 &amp; 5</u></b>, On-Site &amp; Off-Site SEO</p>		<p><b>Quiz 4</b> (Digital Marketing, Ch. 5 &amp; 6) due Monday, Feb. 10 at 11:59 p.m.</p>
DAY 2 Feb. 13	<p><b><u>In-Class Assignment</u></b>, Reflection #4</p> <p><b><u>Weekly Discussion Board #4</u></b></p> <p><b><u>Chapter 6 &amp; 7</u></b>, Paid Search &amp; Online Advertising</p>		<p><b>HubSpot Certification</b> Extending the Value of Your Content Through Repurposing (24 min.) &amp; How to Effectively Promote Content (55 min.)</p>
WEEK 6			
DAY 1 Feb. 18	<p><b><u>In-Class Assignment</u></b>, Social Media Talk Show Quiz #5</p> <p><b><u>Chapter 8</u></b>, Email Marketing</p>		<p><b>Quiz 5</b> (Digital Marketing, Ch. 7 &amp; 8) due Monday, Feb. 17 at 11:59 p.m.</p>
DAY 2 Feb. 20	<p><b><u>In-Class Assignment</u></b>, Reflection #5</p> <p><b><u>Weekly Discussion Board #5</u></b></p>		

	<p><b>Application Day.</b> Inbound Marketing Strategy</p> <p>Blog: <a href="#">How do conversion paths work?</a></p> <p>Exercise: <a href="#">Social Prospecting workbook</a></p> <p>Examples: <a href="#">30 Call-To-Action buttons you can't help but click</a></p> <p>Blog: <a href="#">The 8 types of calls-to-action you need on your website</a></p> <p>Resource: <a href="#">50 customizable call-to-action templates</a></p>		<p>HubSpot Certification Measuring &amp; Analyzing Your Content (49 min.) &amp; Developing a Growth Marketing Mentality (11 min.)</p>
<b>WEEK 7</b>			
<p>DAY 1 Feb. 25</p>	<p><b>In-Class Assignment.</b> Social Media Talk Show Quiz #6</p> <p><b>Chapter 11.</b> Online Reputation Management</p>		<p>Quiz 6 (Digital Marketing, Ch. 11) due Monday, Feb. 24 at 11:59 p.m.</p>
<p>DAY 2 Feb. 27</p>	<p><b>In-Class Assignment.</b> Reflection #6</p> <p><b>Weekly Discussion Board #6</b></p> <p><b>Application Day.</b> Inbound Marketing Strategy</p> <p><b>Landing Pages:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">16 of the Best Landing Page Design Examples You Need to See</a></li> <li>• <a href="#">11 Great Landing Page Examples You'll Want to Copy</a></li> </ul> <p><b>Thank-You Pages:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">HubSpot customer Thank-You Page examples</a></li> </ul>		<p>Group Project: Deliverable 2 due Thursday, Feb. 27 at 11:59 p.m.</p> <p>HubSpot Certification Creating Topic Clusters and Pillar Pages (42 min.)</p>
<b>WEEK 8</b>			
<p>DAY 1 Mar. 3</p>	<p><b>In-Class Assignment.</b> Social Media Talk Show Quiz #7</p> <p><b>In-Class Assignment.</b> Reflection #7</p> <p><b>Weekly Discussion Board #7</b></p> <p><b>Application Day.</b> Inbound Marketing Strategy</p>		<p>HubSpot Content Marketing Certification EXAM: Study for the Content Marketing Certification Mid-term Exam</p>

	<p>Exercise: <a href="#">Tips for writing compelling email copy</a></p> <p>Guide: <a href="#">The Inverted Pyramid-How to create focused emails that really convert</a></p>		
DAY 2 Mar. 5	<b>MID-TERM: HubSpot Certification</b>		
<b>WEEK 9</b>			
DAY 1 Mar. 10	<b>No Class (Spring Break)</b>		
DAY 2 Mar. 12	<b>No Class (Spring Break)</b>		
<b>WEEK 10</b>			
DAY 1 Mar. 17	<p><b><u>Group Meeting Day.</u></b> Inbound Marketing Strategy</p> <p>Blog: <a href="#">11 ways to give and get customer love</a></p> <p>Blog: <a href="#">3 ways to delight your customers to earn their trust</a></p>		<p><b>Quiz 7</b> (Social Media Marketing, Ch. 1) due Monday, Mar. 16 at 11:59 p.m.</p>
DAY 2 Mar. 19	<b>Chapter 1.</b> Social Media Marketing - Introduction		
<b>WEEK 11</b>			
DAY 1 Mar. 24	<p><b><u>In-Class Assignment.</u></b> Social Media Talk Show Quiz #8</p> <p><b><u>Chapter 3.</u></b> Social Media Audit</p>		<p><b>Quiz 8</b> (Social Media Marketing, Ch. 3) due Monday, Mar. 23 at 11:59 p.m.</p>
DAY 2 Mar. 26	<p><b><u>In-Class Assignment.</u></b> Reflection #8</p> <p><b><u>Weekly Discussion Board #8</u></b></p> <p><b><u>Application Day.</u></b> Inbound Marketing Strategy</p> <p>Watch the Pillars of Delight Videos (30 mins.) <a href="https://app.hubspot.com/learning-center/4150956/course/1/22#en">https://app.hubspot.com/learning-center/4150956/course/1/22#en</a></p>		<p><b>Group Project: Deliverable 3</b> due Thursday, Mar. 26 at 11:59 p.m.</p>

<b>WEEK 12</b>			
DAY 1 Mar. 31	<u><b>In-Class Assignment.</b></u> Social Media Talk Show Quiz #9  <u><b>Chapter 6.</b></u> Social Media Planning Process		<b>Quiz 9</b> (Social Media Marketing, Ch. 6) due Monday, Mar. 30 at 11:59 p.m.
DAY 2 Apr. 2	<u><b>In-Class Assignment.</b></u> Reflection #9  <u><b>Weekly Discussion Board #9</b></u>  <b>Work on Final Project</b>		
<b>WEEK 13</b>			
DAY 1 Apr. 7	<u><b>Chapter 8.</b></u> Social Media Advertising  <u><b>Weekly Discussion Board #10</b></u>  <b>Work on Final Project</b>		<b>Quiz 10</b> (Social Media Marketing, Ch. 8) due Monday, Apr. 6 at 11:59 p.m.  <b>Group Project: Deliverable 4</b> due Tuesday, Apr. 7 at 11:59 p.m.
DAY 2 Apr. 9	<b>No Class (Easter Recess)</b>		
<b>WEEK 14</b>			
DAY 1 Apr. 14	<u><b>In-Class Assignment.</b></u> Social Media Talk Show Quiz #10  <u><b>Chapter 9.</b></u> Viral Marketing Social Media Campaign		<b>Quiz 11</b> (Social Media Marketing, Ch. 9 & 12) due Tuesday, Apr. 14 at 11:59 p.m.
DAY 2 Apr. 16	<u><b>In-Class Assignment.</b></u> Reflection #10  <u><b>Chapter 12.</b></u> Responding to Comments on Social Media		
<b>WEEK 15</b>			
DAY 1 Apr. 21	<b>Work on Final Project</b>		<b>FINAL Project Paper &amp; Presentation</b> due Tuesday, Apr. 28 at 10:50 a.m.  <b>FINAL Exam: Prep for Hootsuite Platform Certification</b>
DAY 2 Apr. 23	<b>Work on Final Project</b>  <b>FINAL Exam Review</b>		

<b>WEEK 16</b>			
DAY 1 Apr. 28	<b>FINAL PROJECT PRESENTATIONS</b>		
DAY 2 Apr. 30	<b>FINAL PROJECT PRESENTATIONS</b>		
<b>WEEK 17</b>			
<b>FINAL EXAM</b>			
<b>Thursday, May 7<sup>th</sup> from 10:30 a.m. to 12:00 p.m.</b>			