



Fermanian School of Business

Point Loma Nazarene University

MKT 3050: Digital Marketing Essentials

Number of Units: 3

Fall 2020

Meeting days: Mondays/Wednesdays	Instructor: Christina Kalberg, MBA
Meeting times: 10:55a-12:10p	Phone: (760) 532-4849
Meeting location: FSB 104	E-mail: ckalberg@pointloma.edu
Final Exam: TBD	Office location and 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 Assistant Professor of Marketing in the Fermanian School of Business. Before becoming a full-time Professor, I held the position of Executive Director for seven years at two local nonprofits, where my team and I raised nearly \$5M. For the past 17 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 alumni, 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 digital marketing theory, issues, strategies, practical uses and channels. Topics include the various digital elements of marketing variables, e-consumer behavior, website development design and implementation, analytics measurement, search engine marketing, mobile marketing and social media platforms to develop customer relationships.

COURSE LEARNING OUTCOMES

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 3-unit class delivered over 16 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 130 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 using the below link to view which states allow online (distance education) outside of California.

<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

1. Required Textbook: This course uses a digital textbook that can be accessed at <http://library.stukent.com>. *Digital Marketing Essentials & Social Media Marketing*. Go to <https://home.stukent.com/join/2B3-419> to register for the online course and materials.
2. Required: HubSpot Content Marketing Certification: 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 will receive an email from HubSpot on the first day of class, please follow the directions in the email to login and register for the course and exam. You will need to pass the certification exam to receive full credit.

COURSE SCHEDULE AND ASSIGNMENTS

Weekly Quizzes (11; 10 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 the week it falls on by Sunday at 11:59 p.m. (see class schedule and Canvas for due dates).*

Weekly In-Class Assignments (11; 10 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 every week (*see class schedule and Canvas for due dates*). The questions will be set up as quizzes in Canvas.

Weekly Reflection (11; 10 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. 250 words). You will be graded on the quality of your post, depth of thought, and grammar/spelling. Please proofread so you may submit an error-free response (see class schedule and Canvas for due dates).

Weekly Discussion Board (11; 10 pts. each):

Each group must submit at least one question regarding the Inbound Marketing Strategy group project to the class discussion board weekly on Sundays by 11:59 p.m.

HubSpot Content Marketing & Hootsuite Platform Certifications (200 pts. total):

Each student will be required to take two industry exams and receive marketing certifications if the exam is passed according to the requirements. The first certification is Content Marketing. 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. You will need to pass the certification exam to receive full credit. The second certification is the Hootsuite Platform and students will learn how to use marketing automation software to optimize social media marketing.

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

There are four stages in the Group Project this semester. The four deliverables are due according to the class schedule. Late assignments will receive a zero, no exceptions.

Group Participation: Peer Review (4; 10 pts. each; 40 pts. total)

Peer-to-peer evaluations will be conducted for each Group Project deliverable and each one will be worth 10 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 70 points.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Weekly Quizzes (11; 10 pts. each)	110	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 Social Media Assignments (11; 10 pts. each)	110	
Weekly Reflection (11; 10 pts. each)	110	
Weekly Discussion Board for Group Project (11; 10 pts. each)	110	
HubSpot & Hootsuite Certifications	200	
Deliverables (1-4): Inbound Marketing Strategy (4; 25 pts. each)	100	
Final Project: Inbound Marketing Strategy Paper & Presentation (200 pts. total; 100 pts. each)	200	
Final Project: Peer Review	70	
Group Participation: Peer Review (4; 10 pts. each)	40	
TOTAL	1050	

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 the following University-sanctioned circumstances: illness (with doctor's note), death, university-sponsored field trip or activity, military obligation, 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 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. 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

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 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.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some

courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be determined by submitting the assignments by the posted due dates. See [Academic Policies](#) in the Undergraduate Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. No requests for early examinations or alternative days will be approved.

SPIRITUAL CARE

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

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#).

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 by Tuesday night of the following week. If an immediate response is needed email or phone the instructor.

USE OF TECHNOLOGY

In order to be successful in the online environment, 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 compatible with their computer available to use. If a student is in need of technological resources please contact student-tech-request@pointloma.edu.

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

Note: Given the hybrid and online modalities being used in the 2020-2021 academic year, the content of the course schedule and assignments will be posted in Canvas.

WEEKLY SCHEDULE: August 17, 2020 – December 4, 2020

WEEK 1			
Activity / Assignment	Due	Format	Points
Zoom Class with Professor	Monday 8/17	Zoom	-
Zoom Class with Professor	Wednesday 8/19	Zoom	-
Read Stukent Digital Marketing text, Chapter 1: Digital Marketing Foundations	Sundays by 11:59 p.m. 8/23	Textbook	-
Read PowerPoint Digital Marketing Chapter 1: Digital Marketing Foundations	Sundays by 11:59 p.m. 8/23	Textbook	-
Watch Video 1: Stukent Digital Marketing text, Chapter 1 Lecture	Sundays by 11:59 p.m. 8/23	Video	-
Quiz 1: Digital Marketing Ch. 1	Sundays by 11:59 p.m. 8/23	Assignment	10
#1 Weekly Assignment: Watch Social Media Marketing Talk Show	Sundays by 11:59 p.m. 8/23	Assignment	10
#1 Weekly Reflection	Sundays by 11:59 p.m. 8/23	Assignment	10
#1 Weekly Discussion Board Question - Inbound Marketing Strategy Group Project: Watch video: What is Inbound? Watch Brian Halligan's (HubSpot CEO) presentation at Harvard	Sundays by 11:59 p.m. 8/23	Group Project Assignment	10

Innovation Lab: What is Inbound Marketing			
Complete Exercise: How to build an Inbound strategy in 24 hours			

Participating in Week 1 activities and completing the assignments will take approximately 6 hours.

WEEK 2			
Activity / Assignment	Due	Format	Points
Read Stukent Digital Marketing text, Chapter 2: Web Design (Desktop & Mobile)	Sundays by 11:59 p.m. 8/30	Textbook	-
Read PowerPoint Digital Marketing Chapter 2: Web Design (Desktop & Mobile)	Sundays by 11:59 p.m. 8/30	Textbook	-
Watch Video 2: Stukent Digital Marketing text, Chapter 2 Lecture	Sundays by 11:59 p.m. 8/30	Video	-
Quiz 2: Digital Marketing Ch. 2	Sundays by 11:59 p.m. 8/30	Assignment	10
#2 Weekly Assignment: Watch Social Media Marketing Talk Show	Sundays by 11:59 p.m. 8/30	Assignment	10
#2 Weekly Reflection	Sundays by 11:59 p.m. 8/30	Assignment	10
#2 Weekly Discussion Board Question – Inbound Marketing Strategy Group Project: Read Blog: How to create an unbeatable content marketing plan	Sundays by 11:59 p.m. 8/30	Group Project Assignment	10

Read Blog: How to create detailed buyer personas for your business			
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Participating in Week 2 activities and completing the assignments will take approximately 8 hours.

WEEK 3			
Activity / Assignment	Due	Format	Points
Read Stukent Digital Marketing text, Chapter 3: Analytics	Sundays by 11:59 p.m. 9/6	Textbook	-
Read PowerPoint Digital Marketing Chapter 3: Analytics	Sundays by 11:59 p.m. 9/6	Textbook	-
Watch Video 3: Stukent Digital Marketing text, Chapter 3 Lecture	Sundays by 11:59 p.m. 9/6	Video	-
Quiz 3: Digital Marketing Ch. 3	Sundays by 11:59 p.m. 9/6	Assignment	10
#3 Weekly Assignment: Watch Social Media Marketing Talk Show	Sundays by 11:59 p.m. 9/6	Assignment	10
#3 Weekly Reflection	Sundays by 11:59 p.m. 9/6	Assignment	10
#3 Weekly Discussion Board Question – Inbound Marketing Strategy Group Project: Read An Introduction to Buyer Personas Complete Exercise: Content planning template	Sundays by 11:59 p.m. 9/6	Group Project Assignment	10

Review Resources: Free content planning templates (buyer personas, calendar, planning etc)			
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Participating in Week 3 activities and completing the assignments will take approximately 8 hours.

WEEK 4			
Activity / Assignment	Due	Format	Points
Inbound Marketing Strategy Group Project Deliverable 1: Uncover a Need/Problem (Company Overview, Content SWOT Analysis and Content GAP Analysis) Due	Wednesday by 11:59 p.m. 9/9	Assignment	25
Inbound Marketing Strategy Project Group Participation: Peer Review Due	Wednesday by 11:59 p.m. 9/9	Assignment	10
Read Stukent Digital Marketing text, Chapters 4 & 5: On-Site & Off-Site SEO	Sundays by 11:59 p.m. 9/13	Textbook	-
Read PowerPoint Digital Marketing Chapters 4 & 5: On-Site & Off-Site SEO	Sundays by 11:59 p.m. 9/13	Textbook	-
Watch Video 4: Stukent Digital Marketing text, Chapters 4 & 5 Lecture	Sundays by 11:59 p.m. 9/13	Video	-
Quiz 4: Digital Marketing Ch. 4 & 5	Sundays by 11:59 p.m. 9/13	Assignment	10

#4 Weekly Assignment: Watch Social Media Marketing Talk Show	Sundays by 11:59 p.m. 9/13	Assignment	10
#4 Weekly Reflection	Sundays by 11:59 p.m. 9/13	Assignment	10

Participating in Week 4 activities and completing the assignments will take approximately 10 hours.

WEEK 5			
Activity / Assignment	Due	Format	Points
Read Stukent Digital Marketing text, Chapters 6 & 7: Paid Search & Online Advertising	Sundays by 11:59 p.m. 9/20	Textbook	-
Read PowerPoint Digital Marketing Chapters 6 & 7: Paid Search & Online Advertising	Sundays by 11:59 p.m. 9/20	Textbook	-
Watch Video 5: Stukent Digital Marketing text, Chapters 6 & 7 Lecture	Sundays by 11:59 p.m. 9/20	Video	-
Quiz 5: Digital Marketing Ch. 6 & 7	Sundays by 11:59 p.m. 9/20	Assignment	10
#5 Weekly Assignment: Watch Social Media Marketing Talk Show	Sundays by 11:59 p.m. 9/20	Assignment	10
#5 Weekly Reflection	Sundays by 11:59 p.m. 9/20	Assignment	10

<p>#4 Weekly Discussion Board Question - Inbound Marketing Strategy Group Project:</p> <p>Read Blog: How do conversion paths work?</p> <p>Read Blog: The 8 types of calls-to-action you need on your website</p> <p>Landing Pages:</p> <ul style="list-style-type: none"> • Read 16 of the Best Landing Page Design Examples You Need to See • Read 11 Great Landing Page Examples You'll Want to Copy <p>Thank-You Pages:</p> <ul style="list-style-type: none"> • Read HubSpot customer Thank-You Page examples 	<p>Sundays by 11:59 p.m.</p> <p>9/20</p>	<p>Group Project Assignment</p>	<p>10</p>
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Participating in Week 5 activities and completing the assignments will take approximately 8 hours.

WEEK 6			
Activity / Assignment	Due	Format	Points
Read Stukent Digital Marketing text, Chapter 8: Email Marketing	Sundays by 11:59 p.m. 9/27	Textbook	-
Read PowerPoint Digital Marketing Chapter 8: Email Marketing	Sundays by 11:59 p.m. 9/27	Textbook	-

Watch Video 6: Student Digital Marketing text, Chapter 8 Lecture	Sundays by 11:59 p.m. 9/27	Video	-
Quiz 6: Digital Marketing Ch. 8	Sundays by 11:59 p.m. 9/27	Assignment	10
#6 Weekly Assignment: Watch Social Media Marketing Talk Show	Sundays by 11:59 p.m. 9/27	Assignment	10
#6 Weekly Reflection	Sundays by 11:59 p.m. 9/27	Assignment	10
#5 Weekly Discussion Board Question - Inbound Marketing Strategy Group Project: Complete Exercise: Tips for writing compelling email copy Read Guide: The Inverted Pyramid- How to create focused emails that really convert	Sundays by 11:59 p.m. 9/27	Group Project Assignment	10

Participating in Week 6 activities and completing the assignments will take approximately 8 hours.

WEEK 7			
Activity / Assignment	Due	Format	Points
Inbound Marketing Strategy Group Project Deliverable 2: Connect to the Market (Buyer Persona Development and Conversion Path to Generate Leads) Due	Wednesday by 11:59 p.m. 9/30	Assignment	25

Inbound Marketing Strategy Group Participation: Peer Review Due	Wednesday by 11:59 p.m. 9/30	Assignment	10
Read Stukent Digital Marketing text, Chapter 11: Online Reputation Management	Sundays by 11:59 p.m. 10/4	Textbook	-
Read PowerPoint Digital Marketing Chapter 11: Online Reputation Management	Sundays by 11:59 p.m. 10/4	Textbook	-
Watch Video 7: Stukent Digital Marketing text, Chapter 11 Lecture	Sundays by 11:59 p.m. 10/4	Video	-
Quiz 7: Digital Marketing Ch. 11	Sundays by 11:59 p.m. 10/4	Assignment	10
#7 Weekly Assignment: Watch Social Media Marketing Talk Show	Sundays by 11:59 p.m. 10/4	Assignment	10
#7 Weekly Reflection	Sundays by 11:59 p.m. 10/4	Assignment	10
HubSpot Content Marketing Certification: Study for the Content Marketing Certification Mid-term Exam		Study for Mid-term	-

Participating in Week 7 activities and completing the assignments will take approximately 10 hours.

WEEK 8			
Activity / Assignment	Due	Format	Points
HubSpot Content Marketing Certification: Take online certification	Wednesday 10/7	Mid-term	100
Read Stukent Social Media Marketing text, Chapter 1: Introduction	Sundays by 11:59 p.m. 10/11	Textbook	-
Read PowerPoint Social Media Marketing, Chapter 1: Introduction	Sundays by 11:59 p.m. 10/11	Textbook	-
Watch Video 8: Stukent Social Media Marketing, Chapter 1: Introduction Lecture	Sundays by 11:59 p.m. 10/11	Video	-
Quiz 8: Social Media Marketing Ch. 1	Sundays by 11:59 p.m. 10/11	Assignment	10
#8 Weekly Assignment: Watch Social Media Marketing Talk Show	Sundays by 11:59 p.m. 10/11	Assignment	10
#8 Weekly Reflection	Sundays by 11:59 p.m. 10/11	Assignment	10

Participating in Week 8 activities and completing the assignments will take approximately 8 hours.

WEEK 9			
Activity / Assignment	Due	Format	Points
Read Stukent Social Media Marketing text, Chapters 3 & 6: Social Media Audit and Planning Process	Sundays by 11:59 p.m. 10/18	Textbook	-
Read PowerPoint Social Media Marketing, Chapters 3 & 6: Social Media Audit and Planning Process	Sundays by 11:59 p.m. 10/18	Textbook	-
Watch Video 9: Stukent Social Media Marketing, Chapters 3 & 6: Social Media Audit and Planning Process	Sundays by 11:59 p.m. 10/18	Video	-
Quiz 9: Social Media Marketing Ch. 3 & 6	Sundays by 11:59 p.m. 10/18	Assignment	10
#9 Weekly Assignment: Watch Social Media Marketing Talk Show	Sundays by 11:59 p.m. 10/18	Assignment	10
#9 Weekly Reflection	Sundays by 11:59 p.m. 10/18	Assignment	10

Participating in Week 9 activities and completing the assignments will take approximately 8 hours.

WEEK 10			
Activity / Assignment	Due	Format	Points
Inbound Marketing Strategy Group Project: Deliverable 3: Activate a Solution (Create New Content Ideas & Nurturing Plan and Content Plan Timeline) Due	Wednesday by 11:59 p.m. 10/21	Group Project Assignment	25
Inbound Marketing Strategy Group Participation: Peer Review Due	Wednesday by 11:59 p.m. 10/21	Group Project Assignment	10
Read Stukent Social Media Marketing text, Chapter 8: Social Media Advertising	Sundays by 11:59 p.m. 10/25	Textbook	-
Read PowerPoint Social Media Marketing, Chapter 8: Social Media Advertising	Sundays by 11:59 p.m. 10/25	Textbook	-
Watch Video 10: Stukent Social Media Marketing, Chapter 8: Social Media Advertising	Sundays by 11:59 p.m. 10/25	Video	-
Quiz 10: Social Media Marketing Ch. 8	Sundays by 11:59 p.m. 10/25	Assignment	10
#10 Weekly Assignment: Watch Social Media Marketing Talk Show	Sundays by 11:59 p.m. 10/25	Assignment	10
#10 Weekly Reflection	Sundays by 11:59 p.m. 10/25	Assignment	10

Participating in Week 10 activities and completing the assignments will take approximately 10 hours.

WEEK 11			
Activity / Assignment	Due	Format	Points
Read Stukent Social Media Marketing text, Chapter 9: Viral Marketing Social Media Campaign	Sundays by 11:59 p.m. 11/1	Textbook	-
Read PowerPoint Social Media Marketing, Chapter 9: Viral Marketing Social Media Campaign	Sundays by 11:59 p.m. 11/1	Textbook	-
Watch Video 11: Stukent Social Media Marketing, Chapter 9: Viral Marketing Social Media Campaign	Sundays by 11:59 p.m. 11/1	Video	-
Quiz 11: Social Media Marketing Ch. 9	Sundays by 11:59 p.m. 11/1	Assignment	10
#11 Weekly Assignment: Watch Social Media Marketing Talk Show	Sundays by 11:59 p.m. 11/1	Assignment	10
#11 Weekly Reflection	Sundays by 11:59 p.m. 11/1	Assignment	10

Participating in Week 11 activities and completing the assignments will take approximately 8 hours.

WEEK 12			
Activity / Assignment	Due	Format	Points
Inbound Marketing Strategy Group Project: Deliverable 4: Measure Results (Define Content Marketing	Wednesday by 11:59 p.m. 11/4	Assignment	25

Objectives and KPI's) & Social Media Audit/Prospecting Due			
Inbound Marketing Strategy Group Participation: Peer Review	Wednesday by 11:59 p.m. 11/4	Assignment	10

Participating in Week 12 activities and completing the assignments will take approximately 8 hours.

WEEK 13			
Activity / Assignment	Due – See Canvas for all Dates	Format	Points
Inbound Marketing Strategy Group Project: Complete Final Paper & Presentation		Course Content	-

Participating in Week 13 activities and completing the assignments will take approximately 12 hours.

WEEK 14			
Activity / Assignment	Due – See Canvas for all Dates	Format	Points
Inbound Marketing Strategy Group Project: Submit Final Paper & In-Class Final Presentations	Monday 11/16 Paper & Presentation due by 10 a.m.	Assignment	100
Group Project Peer-to-Peer Evaluation	Monday 11/16 by 10 a.m.	Assignment	70
Inbound Marketing Strategy Group Project Presentations	Monday 11/16 & Wednesday 11/18	Assignment	100

Participating in Week 14 activities and completing the assignments will take approximately 8 hours.

WEEK 15			
Activity / Assignment	Due – See Canvas for all Dates	Format	Points
Thanksgiving Recess			-
Study for Final Exam			-

Participating in Week 15 activities and completing the assignments will take approximately 8 hours.

WEEK 16			
Activity / Assignment	Due – See Canvas for all Dates	Format	Points
FINAL Exam: Hootsuite Platform Certification	TBD	TBD	100

Participating in Week 16 activities and completing the assignments will take approximately 2 hours.