Table 1 - Fall 2020 Schedule of Activities

Module	Topics	Textbook pages	Assigned tasks	Points	Task start	Task due
1	Syllabus Psychology & Engagement Beginning Strategy	None 38-44; 51-56 Chapter 4: 106-137	Quizzes 1, 2, and 3 Assignment 1 Reflection 1	30 15 10	Aug 24	Sept 11
2	Channel Evaluation Content Strategy Social Publishing	144-151; Chapter 8: 252-275 152-167 Chapter 7: 214-243	Quizzes 4, 5, and 6 Assignment 2 Reflection 2	30 25 10	Sept 14	Oct 2
3	Social Communities Legal Considerations SEO	72-94; 180-196 Not in text 229-242	Quizzes 7, 8, 9a, and 9b Hootsuite (scored quiz 10) Assignment 3 Reflection 3	40 10 20 10	Oct 5	Oct 23
4	Social Listening Social Media Analytics Visualization of Data	317-324 316; 324-334; Chapter 11: 343-366 Not in text	Quizzes 11, 12a, 12b, and 13 Assignment 4 Reflection 4	40 25 10	Oct 26	Nov 13
5	Email Marketing Paid Ads Social Commerce	Not in text 197-204 Chapter 9: 284-304	Quizzes 14, 15a, 15b, and 16 Assignment 5 Reflection 5	40 25 10	Nov 16	Dec 10*

*Please note that unlike the prior modules, this due date is a Thursday. This is to give me time to grade Assignment 5 before final grades are due. I will release module 5 early (during module 4) so that you have plenty of time to complete the requirements. Assignments are due each week at 11:59pm on the Week End date.

Important dates to remember!

Sept 7 – Labor Day Holiday

Sept 11 – Last day for December graduates to file for graduation

Sept 18 – Last day for May graduates to file for graduation

Nov 24 – Thanksgiving Holiday begins

Dec 4 – Last day for “W” 4:00p.m. (CST) Drops after this date will receive grades of “F”

Dec 11 - Commencement