



MKTG 3743 Section x20

Digital and Social Media Course Syllabus

Course Dates: January 10 - May 6, 2022
Meeting Time: Mondays and Wednesdays, 12:30 - 1:50 pm
Location: Dillard College of Business, room 335
(Course Livestream:
<https://msutexas-edu.zoom.us/j/91279731323?pwd=ak9nNWNyMEJqMk4vR2F4ZzQ0ZXFjZz09>)¹

Credit Hours: 3
Professor: Andrea R. Bennett, Ph.D.
Office: Dillard Building 215
E-mail: andrea.bennett@msutexas.edu
Office Hours: MW 3:30 - 5 pm (in person), T 1-2 pm (virtually),
by appointment (preferred)

Zoom Link for Virtual Office Hours:

<https://msutexas-edu.zoom.us/j/97351143754?pwd=a1h1SzZiNVBxeVJpa0d2NEppNGxldz09>

Communication Expectations

In-class announcements and D2L, including News items and emails, are the primary tools that I will use to communicate with you during this semester. Therefore, please make sure that you have set up your D2L account to forward emails and notifications to your preferred email address.

Students should communicate with me in-person, through the D2L email platform, or by emailing me directly (preferred). I will try to respond to your emails as quickly as possible, usually within a few hours during normal working hours (M-R 9am-5pm). However, please allow one (1) business day for a response. If you do not hear back from me within one (1)

¹ Students may use the livestream for a maximum of three (3) consecutive course periods without being required to provide documentation. After the third course period, students who continue to use the livestream without providing required documentation about their need for an accommodation will be counted absent until such documentation is provided.

business day, please send me a polite reminder email -- I am not ignoring you; I've likely just gotten busy or did not see the email.

Note: If you email me Friday-Sunday, it might be Monday before I respond.

Students will be able to see their grades for and review their responses to Unit Exams immediately upon their completion. I will post other assignments' grades within one week of their uploads. Extra credit points will be posted throughout the semester and fully tabulated before Finals Week but will not take priority in grading.

Any questions or issues about grading discrepancies should be brought to my attention immediately and will be addressed immediately thereafter.

Course Structure

The course combines lectures, readings, quizzes, simulations, and applied exercises. Students are expected to bring to the class insights from readings, experience, or close thinking about the issues. Thus, each student is expected to participate in class discussions.

Students are welcome to take advantage of both the in-person and virtual office hours outlined at the beginning of this syllabus or to schedule (preferred) and in-person or virtual meeting with me by emailing andrea.bennett@msutexas.edu or contacting me through D2L.

Welcome to MKTG 3743 (Digital & Social Media Marketing)!

The internet is a dynamic marketplace if there ever was one. This class will give you a theoretical understanding of the internet marketplace that is 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 its use of the internet.

Course Description (from MSU catalog)

This course is an exploration and evaluation of marketing activities as they pertain to social media and an organization's online presence. Topics include the various tools available to marketers for establishing a social media presence, evaluating the effectiveness of social media strategies, and the use of online tools like paid ads as part of an integrated marketing campaign. **Prerequisite:** MKTG 3723 (Principles of Marketing)

Course Objectives

At the end of this course, students should have an understanding of the theoretical underpinnings and real-world applications of:

- **Web Design:** Understand multiple web design frameworks for improving conversion rates on a website of any kind. Apply these design frameworks to identify areas for website improvement and to properly design a website from scratch.
- **Web Analytics:** Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an ecommerce website based on the conversion funnel. Understand the pitfalls surrounding attribution analysis and make recommendations to identify the highest ROI digital marketing channels.
- **Search Engine Optimization (SEO):** Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.
- **Social Media:** Utilize knowledge of social media tactics to design an effective social media campaign.
- **Reputation Management:** Implement online reputation management tactics to improve the online reputation of a brand.

Textbook & Instructional Materials

Required Materials:

- Larson, Jeff, and Stuart Draper (2019), *Digital Marketing Essentials*, Edify Publishing
 - ISBN: 978-0-692-22688-9
 - Course Invitation link: <https://home.stukent.com/join/CD2-7B4>
 - Referred to as **DME** throughout the rest of this syllabus
- Other materials provided by the instructor

Course Technology & Skills

Minimum Technology Requirements:

To be successful in this online course, students will need **at least**:

- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or, perhaps, a smart phone)
- Reliable internet access
- Microsoft Office Suite or Google Docs
- MSU Desire 2 Learn

Computer Skills & Digital Literacy:

To be successful in this online course, students must be able to **at least**:

- Use D2L
- Use email with attachments
- Access presentations on Google Slides
- Create documents in Microsoft Word or Google Docs
- Create presentations in Microsoft Powerpoint or Google Slides

Technical Assistance:

Students in need of technical assistance should contact [MSU's Help Desk](#)

Study Hours and Tutoring Assistance

ASC offers a schedule of selected subjects tutoring assistance. Please contact the ASC, (940) 397-4684, or visit the [Link to ASC homepage](#) for more information.

Important Dates

- Change of schedule or late registration: Jan. 10-13
- Martin Luther King Jr.'s birthday (observed) - no classes: Jan. 17
- Deadline to apply for May graduation: Feb. 14
- Summer and Fall 2021 schedules of classes available online: mid-March
- Spring Break begins at 5 p.m.: March 12 (Spring Break = March 14-19)
- Last Day to drop with a grade of "W": March 21 @ 4pm (after 4pm, drops will receive grades of "F")
- Holiday Break begins at 10 pm: April 13
- Classes Resume: April 18
- Last day of classes: April 29
- Final exams begin: April 30
- Commencement: May 7

Course Activities

Activities	Points	Percentage of Course Grade
Unit Exams	300 points	37.5%
Homework	100 points	12.5%
Final Presentations	300 points	37.5%
Attendance & Participation	100 points	12.5%
Total Course Requirements	800 points	100%

Grading Scale

Actual Points	Percentage	Letter Grade
716 and above	90 and Above	A
636 - 715	80 to 89	B
556 - 635	70 to 79	C
476 - 555	60 to 69	D
475 and below	Less than 60	F

Please note: In the case of decimals, I will follow the rules of basic mathematics and round down decimals $<.5$. I will round up $.5$ and greater.

For example, a 79.5% would round up to 80% (B), but 79.4% would round down to 79 (C)

Brief Descriptions of Course Activities

Unit Exams

You will take 3 online unit exams in this course, which are designed to assess your understanding of the course content as presented in the textbook, slides, and required additional materials. These exams require the use of Respondus Lockdown Browser. Therefore, while you may have any printed materials and notes on-hand to reference while taking the exams, the internet and other students should not be used as exam references. Quizzes are due on the dates outlined in the Course Calendar.

Homework

You will take 3 (three) online unit exams in this course, which are designed to assess your understanding of the course content as presented in the textbook, slides, and required additional materials. These exams require the use of Respondus Lockdown Browser. Therefore, while you may have any printed materials and notes on-hand to reference while taking the exams, the internet and other students should not be used as exam references. Quizzes are due on the dates outlined in the Course Calendar.

Final Presentations

Throughout the semester you will develop a digital and social media marketing campaign for a client — a discipline of the Dillard College of Business — with the goal of increasing the College's reach and market share among potential undergraduate students.

Your final presentation will consist of the elements of your Digital & Social Media Strategy for your client (which you will develop in HWs 4, 6, 8, and 10), the exemplar content that you produce, and a professional-level video that you will produce.

For this project, you will have three major resources:

1. Your professor
2. Amanda Clawson, Dillard College's Manager of Accreditation:
Amanda.Clawson@msutexas.edu.

- a. Mrs. Clawson handles the College's website and social media profiles and has offered to serve as a resource for you when you're editing your videos in Canva.
 - b. She has set aside special office hours for us — 2-4 pm Mondays, Wednesdays, and Thursdays.
 - c. Please schedule appointments with her, be mindful of her time, and be on your best and most professional behavior when you meet with her.
3. The department chair of your assigned discipline
 - a. You need to schedule at least one appointment with them to complete Homework 4.
 - b. Please email them to schedule your appointment, be mindful of their time, and be on your best and most professional behavior when you meet with them.

Mrs. Clawson; Dr. Stambaugh, dean of the College; and the department chairs will all be asked to provide feedback on your deliverables and to attend your final presentations.

Extra credit:

1. Students who complete the **Syllabus Agreement, Health & Safety Agreement, Introduction Survey, and Course Introductions** posted to D2L by 11:59 p.m. on Sunday, Jan 16, will receive up to 5 points of extra credit for each.
2. **Real-World Digital & Social Media Marketing:** Students may submit links to news stories and/or podcast episodes that are recent (i.e., posted on or after Jan. 1, 2022) and relevant to digital and social media marketing topics for up to 5 points of extra credit for each submission. Students must also include a brief explanation of the content of the article/episode and why it is relevant to our discussion of marketing strategy.
3. Students who complete the **HubSpot Social Media Marketing, HubSpot Content Marketing, Google Analytics (Beginner, Advanced, Power User), HubSpot SEO, HubSpot Inbound Marketing, and/or HubSpot Email Marketing** certifications can upload a copy of their certificates to the associated D2L dropboxes by the date outlined in the syllabus for 10 points of extra credit for each certification. (Total available Extra Credit points: 80).

If you have completed any of these certifications in the past (since August 1, 2021), you may upload those certifications for 5 points of extra credit each.

Note: I will be able to determine the completion date of your certifications by their expiration date. Please be honest when uploading certificates.

4. If other opportunities for extra credit become available, I will inform the class in-person and via a D2L News posting. All extra credit opportunities will be made available to everyone enrolled in the course (i.e., no individual opportunities for extra credit will be provided).

Instructor General Class Policies

Rules of Engagement

Because a positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for disruptive behaviors. To that end, the following guidelines for interactions between students and between students and the instructor must be followed. Failure to abide by the rules of engagement will result first in a reminder and could ultimately result in removal from the class.

- Email communications should be professional and well-written. Emails to the instructor that are unprofessional (e.g., those written using “text talk”) will not receive a response.
- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think before you type.

Late Work

No late submission will be graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required.

Make Up Work/Tests

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor

immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero (0) for all late assignments, exams, and projects.

Note: The due dates and times for activities are posted in Central Time.

Attendance

Students are expected to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records on a daily basis. The instructor must give the student a verbal or written warning prior to being dropped from the class. Instructor's records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

COVID-19 Impact on Attendance

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

If you are experiencing any symptoms of COVID-19 please seek medical attention from the Vinson Health Center or your health care provider PRIOR to coming to campus. MSU also requires that you complete a COVID-19 Reporting Form if you think that you have been exposed to the virus. You are also encouraged to download the MSU Safety app to access any necessary COVID-19 forms and to stay up-to-date about COVID-19 on campus and in the community.

Class Materials for Remote Instruction

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a computing device with reliable internet access to participate in fully remote portions of the class. Additional required classroom materials for remote learning will be posted to the course's D2L site, if such action becomes necessary. Information and resources for successful digital learning are available through MSU's Distance Education Department.

Statement on Face Covering

Face coverings are required in all MSU facilities. Students are required to properly wear face coverings (i.e., over your mouth and nose) during this class. If you are unable to wear a face covering due to a disability, please contact Disability Services to request an accommodation. MSU face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.

Class Recordings & Student Likenesses

Synchronous (live) sessions in this course will be recorded for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class or outside the D2L Learning Management System, in any form. Failing to follow this restriction is a violation of the MSU Code of Student Conduct and could lead to disciplinary action.

Course Incomplete

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of "incomplete" with complete documentation for the situation. It is important to note that "incomplete" is rarely given. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

College Policies and Procedures

Refer to College Policies and Procedures Manual.

University Policies/Procedures

Cheating/Plagiarism/Academic Dishonesty

Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

"Plagiarism" includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

Student Honor Creed

"As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, we, the students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters.

We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which

are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student.

We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

Written and adopted by the 2002-2003 MSU Student Senate.

Safe Zones Statement

The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that all students consider the classroom a safe environment.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the schedule of classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. However, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Disability Support Services

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity." The Director of Disability Support Services serves as the ADA Coordinator and may be contacted at (940) 397-4140, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center 168.

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University **[link for undergraduate catalog](#)**.

Course Schedule

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of MSU Texas, to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

NOTE: Students are expected to arrive in class on Monday with all of the materials for the week prepared. Thus, students should read, watch, listen to, etc., any assigned materials **BEFORE COMING TO CLASS ON MONDAY OF THE ASSIGNED WEEK.**

Calendar (subject to change if necessary)

Week	Dates	Topics	Assignments
1	Jan 10 - 16	<p>Course Orientation</p> <p>UNIT 1: STRATEGY</p> <p>DME Chapter 1: Digital Marketing Foundations</p>	<p>Optional: Syllabus Agreement, Health & Safety Agreement, and Introductions (up to 5 points EC each) due Sunday, Jan. 16, at 11:59 pm.</p> <p>Determine teams for semester-long Influencer project</p> <p>01/12: HW1 (team roles and team contract) and HW1 Peer Review due at 12 pm (noon)</p>
2	Jan 17 - 23	<p>Jan 17: MLK Jr. Day - no class</p> <p>DME Chapter 12: Digital Strategy</p>	<p>01/19: HW2: Watch the tutorial videos “Wordpress.com vs. WordPress.org” (https://wpapprentice.com/wordpress-mini/wordpress-com-vs-wordpress-org/) and “Getting to Know the Dashboard” (https://wpapprentice.com/wordpress-mini/wordpress-dashboard/) at WPapprentice.com and take quiz on D2L by 12 pm (noon)</p>

Week	Dates	Topics	Assignments
3	Jan 24 - 30	<p>UNIT 2: SEO</p> <p>DME Chapter 2: Web Design (Desktop and Mobile)</p> <p>WordPress site development for semester-long project</p>	<p>01/24: HW3: Watch the tutorial videos “Posts vs. Pages” (https://wpapprentice.com/wordpress-mini/post-vs-pages/), “An Introduction to Gutenberg Blocks” (https://wpapprentice.com/wordpress-mini/wordpress-gutenberg-block-basics/), and “Write a Post (Classic Editor)” (https://wpapprentice.com/wordpress-mini/write-a-post/) and take quiz on D2L by 12 pm (noon)</p> <p>01/26: HW4 (brand image) and HW4 Peer Review due at 12 pm (noon)</p> <p>*NOTE: You must interview the Department Chair of your assigned discipline to complete HW4.</p> <p>Unit 1 Exam due Sunday, Jan. 30, at 11:59 pm</p>
4	Jan 31 - Feb 6	<p>WordPress site development for semester-long project</p>	<p>01/31: HW5: Watch the tutorial videos “Using WordPress Themes” (https://wpapprentice.com/wordpress-mini/using-wordpress-themes/) and “Customize Your WordPress Theme” (https://wpapprentice.com/wordpress-mini/customize-your-wordpress-theme/) and take quiz on D2L by 12 pm (noon)</p> <p>02/02: HW6 (audience persona) and HW6 Peer Review due at 12 pm (noon)</p>
5	Feb. 7 - 13	<p>DME Chapter 3: Analytics</p>	<p>02/07: HW7: Watch the videos “What is Web Analytics” (https://www.youtube.com/watch?v=kc1zfEL3qq4) and “How to Use Google Analytics to Measure Website Performance” (https://www.youtube.com/watch?v=90-Ru6EnF1k) and take quiz on D2L by 12 pm (noon)</p> <p>02/09: HW8 (strategic content plan) and HW8 Peer Review due at 12 pm (noon)</p>

Week	Dates	Topics	Assignments
6	Feb. 14 - 20	<p>DME Chapter 4: On-Site SEO</p> <p>DME Chapter 5: Off-Site SEO</p>	<p>02/14: HW9: Watch the videos “Why SEO is so Important for Generating Website Traffic” (https://www.youtube.com/watch?v=UdIAu3qht1s&list=PLon5tUqnLX4wLfwC86aX0WM_AWOLHF-FR&index=1), “How to Perform Quick Keyword Research With Ahrefs” (https://www.youtube.com/watch?v=R3kJftx2QPM&list=PLon5tUqnLX4wLfwC86aX0WM_AWOLHF-FR&index=2), and “The Basics of Onsite Optimization” (https://www.youtube.com/watch?v=HzJ3AA39J-Q&list=PLon5tUqnLX4wLfwC86aX0WM_AWOLHF-FR&index=3) and take quiz on D2L by 12 pm (noon)</p> <p>02/16: HW10 (content calendar) and HW10 Peer Review due at 12 pm (noon)</p> <p>Unit 2 Exam due Sunday, Feb. 20, at 11:59 pm</p>
7	Feb. 21 - 27	<p>UNIT 3: SOCIAL MEDIA</p> <p>DME Chapter 9: Social Media 1</p>	<p>02/21: HW11: Watch the videos “Working with Video” (https://www.youtube.com/watch?v=wn-4vM_gYZk&list=PLATYfhN6gQz_6aGTrHNLKaarQ7fXS3ru4) and “Timeline Basics” (https://www.youtube.com/watch?v=BlnJAdM_zmg&list=PLATYfhN6gQz_6aGTrHNLKaarQ7fXS3ru4&index=2) and take quiz on D2L by 12 pm (noon)</p> <p>02/23: HW12 Watch the videos “Making it Move” (https://www.youtube.com/watch?v=0k8RsplcrVk&list=PLATYfhN6gQz_6aGTrHNLKaarQ7fXS3ru4&index=3), “Audio Essentials” (https://www.youtube.com/watch?v=tzW45dQXL-Y&list=PLATYfhN6gQz_6aGTrHNLKaarQ7fXS3ru4&index=4), and “Finalize Your Video” (https://www.youtube.com/watch?v=TBjmLE0g7EI&list=PLATYfhN6gQz_6aGTrHNLKaarQ7fXS3ru4&index=5) and take quiz on D2L by 12 pm (noon)</p>

Week	Dates	Topics	Assignments
8	Feb. 28 - Mar. 6	DME Chapter 10: Social Media 2	<p>02/28: HW13: Watch the videos “The History of Facebook” (https://www.youtube.com/watch?v=26fZHJRlemo) and “Everything Facebook Revealed about the Metaverse in 11 minutes” (https://www.youtube.com/watch?v=gElflo6uw4g) and take quiz on D2L by 12 pm (noon)</p> <p>03/02: HW14 (completed website) and HW14 Peer Review due at 12 pm (noon)</p> <p><i>*I encourage you to review the remaining videos on WP Apprentice or other sources to best develop your sites!</i></p>
9	Mar. 7 - 13	DME Chapter 11: Online Reputation Management	<p>03/07: HW15: Watch the video “An Illustrated History of Twitter” (https://www.youtube.com/watch?v=NzRkszaGBbY) and read the article “Twitter Publishes 2022 Planning Guide to Assist In your Tweet Strategy” (https://www.socialmediatoday.com/news/twitter-publishes-2022-planning-guide-to-assist-in-your-tweet-strategy/611594/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-12-16%20Social%20Media%20Today%20Newsletter%20%5Bissue:38664%5D&utm_term=Social%20Media%20Today) and take quiz on D2L by 12 pm (noon)</p> <p>03/09: HW16 (final video plan and storyboard) and HW16 Peer Review due at 12 pm (noon)</p> <p>Unit 3 Exam due Sunday, Mar. 13, at 11:59 pm</p>
10	Mar. 14 - 20	SPRING BREAK	

Week	Dates	Topics	Assignments
11	Mar. 21 - 27	Marketing with Facebook Marketing with Twitter	<p>03/21: HW17: Watch video “From a Whisky App to Photos: How Instagram Started” (https://www.youtube.com/watch?v=Z2oh1LH45c8) and read the article “Instagram Surpasses 2B monthly Users” (https://www.cnn.com/2021/12/14/instagram-surpasses-2-billion-monthly-users.html) and take quiz on D2L by 12 pm (noon)</p> <p>03/23: HW18 (progress report 1) and HW18 Peer Review due at 12 pm (noon)</p>
12	Mar. 28 - April 3	Marketing with Instagram Marketing with SnapChat	<p>03/28: HW19: Watch the video “Snapchat’s Journey from Startup to Tech Giant” (https://www.youtube.com/watch?v=FXWL5XOwlbq) and read the article “Snapchat Says it Paid out more than \$250M to Spotlight Creators” (https://www.socialmediatoday.com/news/snapchat-says-that-it-paid-out-more-than-250-million-to-spotlight-creators/611511/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-12-15%20Social%20Media%20Today%20Newsletter%20%5Bissue:38631%5D&utm_term=Social%20Media%20Today) and take quiz on D2L by 12 pm (noon)</p> <p>03/30: HW20 (progress report 2) and HW20 Peer Review due at 12 pm (noon)</p>
13	April 4 - 10	Marketing with TikTok	<p>04/04: HW21: Watch the video “Why is TikTok so Popular?” (https://www.youtube.com/watch?v=b72HkiH0N4) and read the article “How TikTok is Changing the Music Industry” (https://www.businessinsider.com/how-tiktok-is-changing-the-music-industry-marketing-discovery-2021-70) and take quiz on D2L by 12 pm (noon)</p> <p>04/06: HW22 (progress report 3) and HW22 Peer Review due at 12 pm (noon)</p>

Week	Dates	Topics	Assignments
14	April 11 - 17	Marketing with YouTube MSU Campus Closed: April 14-17	<p>04/11: HW23: Watch the video “YouTube’s Origin Story Generation YouTube” (https://www.youtube.com/watch?v=1femVc8tJgE) and read the article “YouTube Keyword Research Made Easier with Search Insights” (https://www.searchenginejournal.com/youtube-keyword-research/428682/?utm_source=Sailthru&utm_medium=email&utm_campaign=Newsletter%20Weekly%20Roundup:%20Social%20Media%20Today%2012-18-2021&utm_term=Social%20Media%20Today%20Weekender#close) and take quiz on D2L by 12 pm (noon)</p> <p>04/13: HW24 (outline of final presentation) and HW24 Peer Review due at 12 pm (noon)</p>
15	April 18 - 24	No class -- Prepare for Final Presentations *Dr. Bennett is available to meet with teams individually	All remaining extra credit opportunities are due Sunday, April 24, at 11:59 pm
16	April 25 - May 1	Final Presentations: Digital & Social Media Marketing Campaigns	
17	May 2-6	FINALS WEEK	