

Submit original with signatures + 1 copy + electronic copy to Faculty Senate (Box 7500).  
 See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/> for a complete description of the rules governing curriculum & course changes.

**TRIAL COURSE OR NEW COURSE PROPOSAL**  
 (Attach copy of syllabus)

**SUBMITTED BY:**

Department	<b>Business Administration</b>	College/School	<b>School of Management</b>
Prepared by	<b>Amber Lammers</b>	Phone	<b>Ext. 4622</b>
Email Contact	<b><a href="mailto:allammers@alaska.edu">allammers@alaska.edu</a></b>	Faculty Contact	<b>Kevin Berry Kberry9@alaska.edu</b>

1. ACTION DESIRED (CHECK ONE): Trial Course  New Course

2. COURSE IDENTIFICATION: Dept **BA** Course # **443** No. of Credits **3**

Justify upper/lower division status & number of credits: **Course will build upon concepts learned during lower division courses.**

3. PROPOSED COURSE TITLE: **Social Media Marketing**

4. To be CROSS LISTED? YES/NO  No If yes, Dept:  Course #

NOTE: Cross-listing requires approval of both departments and deans involved. Add lines at end of form for additional required signatures.

5. To be STACKED? YES/NO  No If yes, Dept.  Course #

How will the two course levels differ from each other? How will each be taught at the appropriate level?:

\* Use only one Format 1 form for the stacked course (not one for each level of the course!) and attach syllabi. Stacked course applications are reviewed by the (Undergraduate) Curricular Review Committee and by the Graduate Academic and Advising Committee. Creating two different syllabi (undergraduate and graduate versions) will help emphasize the different qualities of what are supposed to be two different courses. The committees will determine: 1) whether the two versions are sufficiently different (i.e. is there undergraduate and graduate level content being offered); 2) are undergraduates being overtaxed?; 3) are graduate students being undertaxed? In this context, the committees are looking out for the interests of the students taking the course. Typically, if either committee has qualms, they both do. More info online - see URL at top of this page.

6. FREQUENCY OF OFFERING: **As demand warrants**  
 Fall, Spring, Summer (Every, or Even-numbered Years, or Odd-numbered Years) - or As Demand Warrants

7. SEMESTER & YEAR OF FIRST OFFERING (Effective AY2015-16 if approved by 3/31/2015; otherwise AY2016-17) **AY2017-18**

**8. COURSE FORMAT:**

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the Core Review Committee.

COURSE FORMAT: (check all that apply)  1  2  3  4  5  6 weeks to full semester

OTHER FORMAT (specify)   
 Mode of delivery (specify lecture, field trips, labs, etc) **lecture**

**9. CONTACT HOURS PER WEEK:**

LECTURE  
hours/weeks

LAB  
hours /week

PRACTICUM  
hours /week

Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-/guidelines-for-computing-/> for more information on number of credits.

OTHER HOURS (specify type)

**10. COMPLETE CATALOG DESCRIPTION including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):**

Example of a complete description:

FISH F487 W, O Fisheries Management  
3 Credits Offered Spring

Theory and practice of fisheries management, with an emphasis on strategies utilized for the management of freshwater and marine fisheries. Prerequisites: COMM F131X or COMM F141X; ENGL F111X; ENGL F211X or ENGL F213X; ENGL F414; FISH F425; or permission of instructor. Cross-listed with NRM F487. (3+0)

BA F443 Social Media Marketing

3 credits Offered as demand warrants

The purpose of this course is to give you an understanding of the concepts, methods, and practices utilized for social media marketing (SMM) by large firms, small businesses, and non-profits. You'll learn to prepare, implement and measure a social media marketing campaign. Topics of interest include how consumers respond to and interact with social media, how businesses develop an effective social media campaign, how to set social media marketing goals and how to measure results. After completing this course, you will be a more sophisticated consumer as well as be able to assemble a basic social media plan for an organization. Prerequisite: BA 343 and AIS 101. (3+0).

**11. COURSE CLASSIFICATIONS:** Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.

H = Humanities

S = Social Sciences

Will this course be used to fulfill a requirement for the baccalaureate core? If YES, attach form.

YES:	<input type="text"/>	NO:	<input checked="" type="text" value="X"/>
------	----------------------	-----	---

IF YES, check which core requirements it could be used to fulfill:

O = Oral Intensive,  
Format 6

W = Writing Intensive,  
Format 7

X = Baccalaureate  
Core

**11.A Is course content related to northern, arctic or circumpolar studies? If yes, a "snowflake" symbol will be added in the printed Catalog, and flagged in Banner.**

YES

NO

**12. COURSE REPEATABILITY:**

Is this course repeatable for credit?

YES

NO

Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

How many times may the course be repeated for credit?

TIMES

If the course can be repeated for credit, what is the maximum number of credit hours that may be earned for this course?

CREDITS

If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course?

CREDITS

13. **GRADING SYSTEM:** Specify only one. Note: Changing the grading system for a course later on constitutes a Major Course Change - Format 2 form.

LETTER:  PASS/FAIL:

**RESTRICTIONS ON ENROLLMENT (if any)**

14. **PREREQUISITES**

BA 343: Marketing Management and AIS 101: Effective Personal Computer Use

These will be required before the student is allowed to enroll in the course.

15. **SPECIAL RESTRICTIONS, CONDITIONS**

NA

16. **PROPOSED COURSE FEES**

NA

Has a memo been submitted through your dean to the Provost for fee approval?

Yes/No

17. **PREVIOUS HISTORY**

Has the course been offered as special topics or trial course previously?

Yes/No

If yes, give semester, year, course #, etc.:

Fall 2016- BA 491

18. **ESTIMATED IMPACT**

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

The estimated impact for this courses is minimal as the instructor already works for SOM.

19. **LIBRARY COLLECTIONS**

Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

No

Yes

No additional library resources should be required.

20. **IMPACTS ON PROGRAMS/DEPTS**

What programs/departments will be affected by this proposed action? Include information on the Programs/Departments contacted (e.g., email, memo)

The only program this will affect is the BA program.

21. **POSITIVE AND NEGATIVE IMPACTS**

Please specify **positive** and **negative** impacts on other courses, programs and departments resulting from the proposed action.

This course expands upon what is being taught at the 300-level and allows students to focus on topics that while be beneficial for them in the future. This course will not have any negative or positive impacts on any programs outside of the BA program.

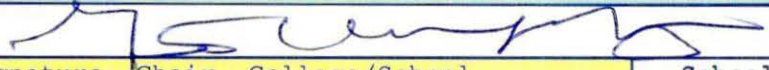
**JUSTIFICATION FOR ACTION REQUESTED**


The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

This courses expands on what is quickly becoming an important marketing tool: social media. This course gives students that hands-on social media marketing experience that will become increasingly important to the marketing field.

**APPROVALS:** Add additional signature lines as needed.

	Date	11/10/14
Signature, Chair, Program/Department of:	Business Administration	

	Date	11/10/16
Signature, Chair, College/School Curriculum Council for:	School of Management	

	Date	11/11/14
Signature, Dean, College/School of:	School of Management	

Offerings above the level of approved programs must be approved in advance by the Provost.

 	Date	 
Signature of Provost (if above level of approved programs)		

**ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE**

 	Date	 
Signature, Chair		
Faculty Senate Review Committee:   __ Curriculum Review       __ GAAC		
__ Core Review       __ SADAC		

**ADDITIONAL SIGNATURES:** (As needed for cross-listing and/or stacking)

 	Date	 
Signature, Chair, Program/Department of:	 	

 	Date	 
Signature, Chair, College/School Curriculum Council for:	 	

 	Date	 
Signature, Dean, College/School of:	 	

**ATTACH COMPLETE SYLLABUS (as part of this application).** This list is online at: <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-/uaf-syllabus-requirements/>  
The Faculty Senate curriculum committees will review the syllabus to ensure that each of the items listed below are included. If items are missing or unclear, the proposed course (or changes to it) may be denied.

**SYLLABUS CHECKLIST FOR ALL UAF COURSES**

During the first week of class, instructors will distribute a course syllabus. Although modifications may be made throughout the semester, this document will contain the following information (as applicable to the discipline):

**1. Course information:**

Title,  number,  credits,  prerequisites,  location,  meeting time  
(make sure that contact hours are in line with credits).

**2. Instructor (and if applicable, Teaching Assistant) information:**

Name,  office location,  office hours,  telephone,  email address.

**3. Course readings/materials:**

Course textbook title,  author,  edition/publisher.  
 Supplementary readings (indicate whether  required or  recommended) and  
 any supplies required.

**4. Course description:**

Content of the course and how it fits into the broader curriculum;  
 Expected proficiencies required to undertake the course, if applicable.  
 Inclusion of catalog description is *strongly* recommended, and  
 Description in syllabus must be consistent with catalog course description.

**5.  Course Goals (general), and (see #6)**

**6.  Student Learning Outcomes (more specific)**

**7. Instructional methods:**

Describe the teaching techniques (eg: lecture, case study, small group discussion, private instruction, studio instruction, values clarification, games, journal writing, use of Blackboard, audio/video conferencing, etc.).

**8. Course calendar:**

A schedule of class topics and assignments must be included. Be specific so that it is clear that the instructor has thought this through and will not be making it up on the fly (e.g. it is not adequate to say "lab". Instead, give each lab a title that describes its content). You may call the outline Tentative or Work in Progress to allow for modifications during the semester.

**9. Course policies:**

Specify course rules, including your policies on attendance, tardiness, class participation, make-up exams, and plagiarism/academic integrity.

**10. Evaluation:**

Specify how students will be evaluated,  what factors will be included,  their relative value, and  how they will be tabulated into grades (on a curve, absolute scores, etc.)  Publicize UAF regulations with regard to the grades of "C" and below as applicable to this course. (Not required in the syllabus, but is a convenient way to publicize this.) Link to PDF summary of grading policy for "C":

[http://www.uaf.edu/files/uafgov/Info-to-Publicize-C\\_Grading-Policy-UPDATED-May-2013.pdf](http://www.uaf.edu/files/uafgov/Info-to-Publicize-C_Grading-Policy-UPDATED-May-2013.pdf)

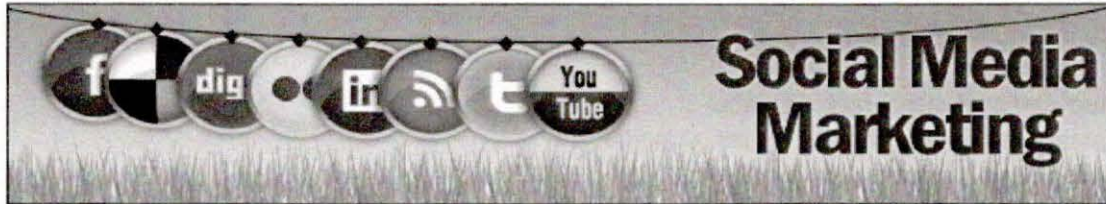
**11. Support Services:**

Describe the student support services such as tutoring (local and/or regional) appropriate for the course.

**12. Disabilities Services:** Note that the phone# and location have been **updated**.

<http://www.uaf.edu/disability/> The Office of Disability Services implements the Americans with Disabilities Act (ADA), and ensures that UAF students have equal access to the campus and course materials.

State that you will work with the Office of Disabilities Services (208 WHITAKER BLDG, 474-5655) to provide reasonable accommodation to students with disabilities.



## Basic Course Information

BA 443: Social Media Marketing

3-credit class

Prerequisites: BA 343 Principles of Marketing, Upper-division standing

Special Requirements: Fast internet access, UAF email account, and computer/tablet.



eLearning &  
Distance Education

## Faculty Information

**Instructor:** Tammy Tragis-McCook, SOM Director of Development & Outreach

**Email:** [tammy.tragis@alaska.edu](mailto:tammy.tragis@alaska.edu)

When sending me an email, ALWAYS include **BA443 SMM** in the subject line. This will help me sort it as a class vs. work message.

**Work Phone:** 907.474.7042

**Office Location:** UAF School of Management Bunnell Building Suite 201 UAF Lower Campus

**Office Hours:** W 3-5pm & R 10-11am

**Adobe Connect Link:** <http://uafsom.adobeconnect.com/tammytm/>

An appointment is suggested and good practice as you prepare for the professional world. You are welcome to stop by my office without an appointment, however please recognize I may be unavailable or constrained for time. Online appointments also acceptable through Adobe Connect or Google Hangouts.

**Teaching Assistant:** Christina Tachick

**Email:** [cmtachick@alaska.edu](mailto:cmtachick@alaska.edu)

Phone: (907) 474-7461

Office Location: 213F Bunnell Building

Office Hours: MW 12-3pm, TR 12-2pm

## Course Description

The purpose of this course is to give you an understanding of the concepts, methods, and practices utilized for social media marketing (SMM) by large firms, small businesses, and non-profits. You'll learn to prepare, implement and measure a social media marketing campaign. Topics of interest include how consumers respond to and interact with social media, how businesses develop an effective social media campaign, how to set social media marketing goals and how to measure results. After completing this course, you will be a more sophisticated consumer as well as be able to assemble a basic social media plan for an organization.

## Expected Student Outcomes

Upon completion of this course, you should be able to think through and utilize the concepts that are incorporated in successful social media marketing. You will be able to effectively create and implement a social media marketing plan which will give you hands on experience in the topic.

The Student Learning Outcomes of this class include (but are not limited to):

1. Explain why organizations should use social media.
2. Develop goals and strategies for social media marketing.

3. Select and evaluate target markets.
4. Explain rules of engagement for social media.
5. Publish blogs, podcasts, and webinars
6. Share videos and images
7. Describe social networks
8. Understand mobile computing and location marketing
9. Monitor and measure social media outcomes.
10. Understand and develop a social media marketing plan

## Textbook



Social Media Marketing: A Strategic Approach  
South Western Cengage Learning, 1st Edition, Barker, Barker, Bormann and Neher  
ISBN: 978-0538480871

## Technical Requirements

When meeting with me and your clients, we'll use Adobe Connect. You do not need to download any special software. As a team you'll decide how to conduct online meetings choosing between teleconference, Blackboard chat, [Google Hangouts](#), [Team Viewer](#), etc... You also need the following:

- Fast internet
- Internet browser such as Chrome, Firefox or Safari (IE is not a good choice)
- Laptop, tablet or phone with a microphone
- Preferably a web cam
- Accounts for most major social medial platforms

## Instructional Methods

This is an undergraduate, semester-based course delivered in-person and via Blackboard with instructor and student interaction through discussion board and video. We combine lecture, discussions, video lecturette with textbook self-study, exercises, and quizzes as our learning mechanisms. The emphasis is on studying and applying sales theory, along with developing technical ticketing knowledge for public sport events.

## Assignment Submission Requirements

Assignments are "hands-on" in nature. After reading the chapter in the text you will answer some questions and complete a mini case study. You may also watch a video, read an online article, comment on a blog, or do an online exercise. Each assignment ends with a written Discussion Board; some with the class as a whole and others with your team to help you write your social media marketing plan.

After completing all the required components of an assignment, submit your work as MS Word Document. Once you hit the "submit" button, it is assumed the assignment is complete and ready for grading.

- Be sure your name appears prominently on each lesson
- Submit all work using 1.5 spacing and at least an 11-point font
- Include the questions and the point values in your lessons
- Save lesson in specified format (see section below)

### **Format for Saving Assignments**

In order for grading to happen quickly and efficiently, use MS Word (no rft, wps or pdf formats) for your assignments, and save your documents in the following manner: **Lastname\_Module\_#** (These lines are underscores). As an example for John Smith's first lesson, he would save his first assignment document as **Smith\_Module\_1**

### **Assignment Deadlines & Multiple Uploads**

Work is due on specific dates. Submit assignments as you finish them and do not wait until the last minute; otherwise you allow yourself to be susceptible to life circumstances such as technology failing, getting sick, having to work overtime, etc. You may upload multiple files for any assignment link, should you need to make corrections on ungraded work.

### **Spelling and Grammar**

This is an upper-division course and by this time in your collegiate career you should have sound grammar and spelling skills. You are expected to write professionally including use of complete sentences. Given that this is a business class, bullet points, tables and lists are perfectly acceptable and even expected. If spelling and grammar is an issue in your work, points will be deducted and we'll discuss improvement strategies. On the other hand, I sometimes need correction in my spelling and grammar as well. If you see any mistakes in the coursework, please let me know.

## **Grading Policies & Structure**

There are 12 Modules (each including a writing assignment and a quiz), a social media marketing plan, two plan prep assignments and two exams. Students are expected to maintain a backup plan for their work in the event of a computer malfunction or an interruption of normal Internet services. Students are expected to complete the assignments by the due dates. **NO LATE WORK IS ACCEPTED.** However the two lowest-scoring assignments and two-lowest-scoring quizzes will be dropped. Emergency situations will be dealt with on a case-by-case basis and documentation will be required.

Assignments are included in each module. **Ten assignments comprise 45% of your final grade.**

Quizzes are included in each module. Quizzes are open-book and have a 60-minute time limit. They include a mix of 6 true/false and multiple point questions from the relevant chapter and only cover content from your assignments. Your lowest two quiz grades will be dropped. **Ten quizzes comprise 5% of your final grade.**

There are two online exams in this course. Exam II is *not* comprehensive. The open-book exams are found on Blackboard and only cover content covered in class including assignments, quiz content, Discussion Boards and guest interviews. You'll have 1.5 hours for each exam. **Two exams count for 15% (7.5% each) of your final grade.**

A draft social media marketing plan and the review you'll write after meeting with your client are intended to prepare you for the final plan. These documents will be submitted as a team. **The interview assessment comprised 5% of your final grade.**

Much of your grade, and the most real-life experience you gain from this class, is through a social media marketing plan written in teams. By the time the team completes the project, you'll almost be through with the course. All assignments are written to prepare teams for this plan. Rest assured you will have all the information



you need to complete the project. Students will also be required to submit a draft of the social media marketing plan around the middle of the semester. From there, you will be provided feedback on the product which will ensure you are going the correct direction with the project. **The social media marketing plan comprises 30% of your final grade. However your individual grades for the plan will be adjusted according to the evaluation you receive from fellow team members explained in the next section.**

We will also meet one-on-one either in-person or via Adobe Connect over the course of the semester to provide personal feedback on your work. This will give you the opportunity to ask questions and voice concerns.

### **Grading Breakdown:**

Module Assignments x10	45% total
Quizzes x10	5% total
Exams x2	15% total
Interview Assessment	5%
<u>Social Media Marketing Plan</u>	<u>30%</u>
Total	100%

### **Grading Standards:**

Plus and minus grades are not given.

#### **A: 90-100%**

An honor grade indicating originality and independent work, a thorough mastery of the subject, and the satisfactory completion of more work than regularly required.

#### **B: 80-89%**

Indicates outstanding ability above the average level of performance.

#### **C: 70-79%**

Indicates a satisfactory or average level of performance.

#### **D: 60-69%**

The lowest possible passing grade, indicating work of below average quality and performance.

#### **F: Equal to or less than 59%**

Indicates failure.

#### UAF Grading System

### **Course Policies**

Students are expected to remain up to date with the assignments on a weekly basis. Students will be penalized for the late submission of class assignments; outside mutually agreed upon circumstances, you will lose 10% for each day your assignment is late. Students are also expected to observe academic honesty. Dishonest practices including giving or receiving assistance in any manner or form during an examination, unauthorized possession of exam questions, and plagiarism (willfully presenting another person's writings, opinions or thoughts as one's own, without proper credit and documentation) will not be tolerated. Violations of the UAF Student Code of Conduct will be referred to the appropriate authority for possible disciplinary actions including removal of the violator from this course.

### **Teams & Peer Evaluations**

You'll gain real-life social media marketing plan writing experience in this class working with a client. This is valuable experience and a huge resume builder. Students are divided into teams of 4-5 people. There are two clients and both will end up getting three plans. The client will provide qualitative feedback on each plan.

Working in teams is yet another skill employers expect you to have. You'll decide among your team how to communicate, how to share work, divide responsibilities, establish deadlines and submit a polished plan.

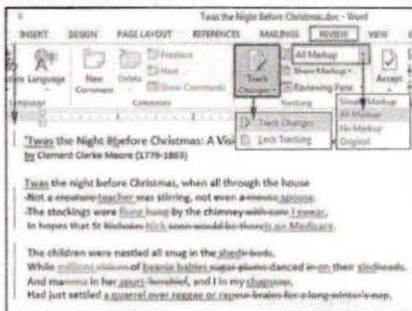
The plan is worth 30% of the final grade. As an incentive to be actively involved, team members will evaluate themselves and their teammates after the plan is submitted on seven metrics: timeliness, accuracy, reliability, relevance, quality, quantity and communication. Evaluations are conducted anonymously and the lowest score will be dropped. The evaluation score will affect your plan grade by 20%. This means each team member could possibly get a different plan grade depending on his/her evaluation score.

Examples:


- A. Your team scores a 95% on the plan. You get a 100% evaluation score.  $95(.80)+100(.20) = 96\%$
- B. Your team scores a 95% on the plan. You get a 60% evaluation score.  $95(.80)+60(.20) = 88\%$

## How to Check Your Grade

To check your grades for assignments and find feedback on your work, click on the My Grades link in the BB sidebar menu. All the assignments and their due dates are listed. Click on this comments link to view feedback. In MS Word documents, select "Track Changes" and make sure "All Markup" is selected to see feedback comments.



If the score is for a test or quiz, click on the check mark or your score to see results. If the score is for an assignment, the title of the assignment is a link and by clicking this link you'll be taken to your submission, grade and comments.

If you see a green exclamation point, your assignment has yet to be graded. 

## Academic Integrity

As described by UAF, scholastic dishonesty constitutes a violation of the university rules and regulations and is punishable according to the procedures outlined by UAF. Scholastic dishonesty includes, but is not limited to, cheating on an exam, plagiarism, and collusion. Cheating includes providing answers to or taking answers from another student. Plagiarism includes use of another author's words or arguments without attribution. Collusion includes unauthorized collaboration with another person in preparing written work for fulfillment of any course requirement. Scholastic dishonesty is punishable by removal from the course and a grade of "F." For more information go to Student Code of Conduct. (<http://uaf.edu/usa/student-resources/conduct>)

## Support Services

UAF eLearning Student Services helps students with registration and course schedules, provides information about lessons and student records, assists with the examination process, and answers general questions. Our Academic Advisor can help students communicate with instructors, locate helpful resources, and maximize their distance learning experience. Contact the UAF eLearning Student Services staff at 907. 455.2060 or toll free 1.800.277.8060 or contact staff directly – for directory listing see: <http://elearning.uaf.edu/contact>

## Disability Services

The UAF Office of Disability Services operates in conjunction with UAF eLearning. Disability Services, a part of UAF's Center for Health and Counseling, provides academic accommodations to enrolled students who are identified as being eligible for these services.

If you believe you are eligible, please visit their web site (<http://www.uaf.edu/disability/>) or contact a student affairs staff person at your local campus. You can also contact Disability Services on the Fairbanks campus by phone, 907.474.5655, or by e-mail ([uaf-disabilityservices@alaska.edu](mailto:uaf-disabilityservices@alaska.edu)).

## Title IX Protection

University of Alaska Board of Regents have clearly stated in BOR Policy that discrimination, harassment and violence will not be tolerated on any campus of the University of Alaska. If you believe you are experiencing discrimination or any form of harassment including sexual harassment/misconduct/assault, you are encouraged to report that behavior. If you report to a faculty member or any university employee, they must notify the UAF Title IX Coordinator about the basic facts of the incident.

Your choices for reporting include:

1. You may access confidential counseling by contacting the UAF Health & Counseling Center at 474-7043;
2. You may access support and file a Title IX report by contacting the UAF Title IX Coordinator at 474-6600;
3. You may file a criminal complaint by contacting the University Police Department at 474-7721.

## UAF Help Desk

Go to <http://www.alaska.edu/oit/> to see current network outages and news.

Reach the Help Desk at:

- e-mail at [helpdesk@alaska.edu](mailto:helpdesk@alaska.edu)
- phone: 450.8300 (in the Fairbanks area) or 1.800.478.8226 (outside of Fairbanks)

## Course Schedule

Date Due	Assignments/Notes
Thursday / September 3	Class Opens on Blackboard
Monday / September 7	Opening Assignment and Pre-Quiz
Monday / September 14	Module 1: Why Social Media?
Friday / September 18	Deadline for student or faculty initiated class drop with 100% refund on tuition and fees
Monday / September 21	Module 2: Goal and Strategies
Monday / September 28	Module 3: Identifying Target Audiences
Monday / October 5	Module 4: Rules of Engagement for Social Media
Monday / October 12	Module 5: Publishing Blogs
Friday / October 16	Social Media Marketing plan draft is due
Monday / October 19	Module 6: Publishing Podcasts and Webinars
Friday / October 23	Exam I
Monday / October 26	Module 7: Sharing Videos

Friday / October 30	Deadline for student or faculty initiated withdrawals (W grade appears on academic transcript)
Mon – Fri, Nov 2-6	Client interviews scheduled
Monday / November 2	Module 8: Sharing Photos and Images
Monday / November 9	Module 9: Social Networks
Monday / November 16	Module 10: Microblogging
Monday / November 23	Social Media Marketing Plan due
Thur – Sun, Nov. 26 - 29	Thanksgiving Holiday (no classes, most offices closed)
Monday / November 30	Module 11: Mobile Computing and Location Marketing
Monday / December 7	Module 12: Social Media Monitoring
Wednesday / December 16	Exam II
Wednesday / December 23	Deadline for faculty to post grades, noon