Social Media Marketing
JMC:3126:0002
The University of Iowa
School of Journalism & Mass Communication

Instructor: Katelin Tiernan

Location:

Time: 5:00 PM - 6:15 PM Mondays & Wednesdays

Office Hours: *Please make an appointment if planning to attend office hours*
6:15 PM - 6:45 PM Mondays, Wednesdays,
5:00 - 5:30 PM Thursdays
Office hours location will be at Sculpt 105 E College Street Iowa City, IA 52317

Contact:
katelin-tiernan@uiowa.edu
*Email is the best way to reach me. You can expect a response within 24 hours during the week and 48 hours over the weekend. Students are expected to practice professionalism in their electronic communications.

Course Overview:
Social Media Marketing is an ever-changing area that seems to only grow in importance for everyone from academic institutions to nonprofits to businesses big and small. Each of these entities and more has an online brand and goals that social media can help them meet. In this course, we will study social media best practices and put our ideas into action using real-world scenarios.

Readings:

Supplementary readings and resources will be posted to ICON.

Grading:

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<th>Grade</th>
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Course Policies:

Attendance:
I aim to make each meeting essential and meaningful, so please plan to attend every session or risk missing out on something important. You cannot be successful in this class if you are not consistently present and prepared. Out of respect for your classmates and our schedule, please also arrive on time and stay for the entire class period. Failing to do so will impact your grade.

Students who must miss class are accountable for all material presented and assignments given during their absence. It is your responsibility to communicate with your classmates to see what you need to know for the next session and to turn in any work that was due during the missed class period prior to the next meeting. In-class work may not be made up.

Professionalism:
Students are expected to behave in a professional manner in the classroom and when representing the class in any way. This includes using proper email etiquette, arriving on time, being respectful and attentive, and more. I reserve the right to lower your final grade by up to 5 percent for each instance of unprofessional behavior. Examples of unprofessional behavior include misusing in-class work time, disrespectful behavior with myself or your classmates, arriving late or leaving class early without good cause, talking or using your electronics during class discussions, etc.

Late Work & Early Work
It’s essential that you meet deadlines with no exceptions. I will accept late work only in extreme circumstances. It is important that you communicate with me as soon as possible if you feel you will miss turning in an assignment and provide adequate documentation to prove your given excuse. Any unexcused late work will lose 10% per day and will not be accepted more than 5 days late.

Workload & In-class work time
The UI College of Liberal Arts guidelines state that each semester hour of class time should entail around two hours per week of outside homework and class preparation for the average student. For example, in our 3 semester hour course, students should expect (on average) 6 additional hours of outside work per week or a total of around 9 hours per course per week if classroom time is included.

Although spending time outside of class is expected and important, we will also reserve time in class toward the end of the semester for working on your final project and major assignments. Students are expected to make the most of this time and come prepared to be productive.

Collaboration
Brainstorming with teammates and getting feedback on ideas is crucial in the social media and marketing space. As such this sort of collaboration is welcome and will be a formal part of the course near the end of the semester. However, all final work submitted must have been created by each individual student with only the help and input of classmates and other resources. Misrepresenting your efforts and allowing others to do the work while you take credit is considered academic fraud and could be reported to CLAS. It is your responsibility to be in touch if you have any questions or concerns about collaboration.
THE COLLEGE OF LIBERAL ARTS & SCIENCES POLICIES:

Administrative Home

The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and other policies. These policies vary by college (https://clas.uiowa.edu/students/handbook).

Electronic Communication

Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Accommodations for Disabilities

UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

Nondiscrimination in the Classroom

UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity at diversity@uiowa.edu or diversity.uiowa.edu.

Academic Integrity

All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address.
CLAS Final Examination Policies
The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals.
(https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies.)

Making a Complaint
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

Understanding Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy, see https://osmrc.uiowa.edu/.

LEARNING GOALS
The following learning goals and objectives will be reinforced in this course.

1. Law & Ethics Learning Goal
Understand and apply the principles and laws of freedom of speech and press in real space and cyberspace, and demonstrate an understanding of professional ethical principles and their historical development.
   ✓ Students will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.
   ✓ Students will demonstrate an ability to explain their ethical approaches and reasoning about a particular dilemma in terms that can be understood by a diverse group of people.

2. Media Literacy Learning Goal
Understand the principles of media literacy and develop the skills necessary to access, analyze, evaluate, and create media messages across multiple media domains.
   ✓ Students will develop critical thinking skills to analyze and interpret media messages through an understanding of media practices and institutions.
   ✓ Students will learn how to create and disseminate media messages in various forms.

3. Writing and Storytelling Learning Goal
Understand that clear, concise, correct writing is at the heart of journalistic expression and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally-accepted standards in all work.

✓ Students will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.

✓ Students will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.

4. Multiculturalism Learning Goal
To demonstrate an understanding of the diversity of groups (including communities defined by gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to communications.

✓ Students will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

✓ Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.

✓ Students will demonstrate an ability to work with members of diverse groups to engage publicly over issues of community interest.

ASSIGNMENT DETAILS
Please see ICON for supplemental materials and examples to help you better understand expectations and to do your best work.

Assignment Overview

- **Attendance & Participation**: Students will register their participation via unannounced attendance “quizzes” announced in class and submitted to ICON prior to 11:59 p.m. on the day of class. (14 points / ~4%)

- **Reading Summaries**: Students will summarize each classes assigned readings as if they were creating a condensed version tailored for their client. Summaries must be at least 3 paragraphs long. These are to be submitted to ICON when listed as due in the course schedule. (18 points / ~5%)

- **Chapter Action Items**: Students will complete the assigned Action Items from the Kerpen book per chapter. Be sure to consult the Action Items as written in ICON as they may differ slightly from the book. These are to be submitted to ICON when listed as due in the course schedule. (32 points / ~9%)

- **Tests**: This course has 2 tests within it containing questions from both the readings and in-class lectures. Students must be present on the day of the test in order to take it. (20 points / ~6%)

- **Guest Speaker Questions**: This course has 2 scheduled guest speakers for which students must prepare and submit 3-5 questions and a one-paragraph description of the
guest to prove they looked up their credentials ahead of time. These are to be submitted to Icon by 11:59 p.m. the day prior to their visit. (4 points / ~1)

- **Classmate Feedback Document:** Students will be partnering up toward the end of class to review each others draft final reports and provide feedback. As part of this, students will be required to submit a feedback document (more details to come) by 11:59 p.m. the day before in-class team reviews. (4 points / ~1)

- **Social Media Status and Stats:** Students will analyze their chosen client’s information and set goals to keep in mind throughout the course. Details below. (35 points / ~10)

- **Content Calendar:** Students will create a 1-year calendar including important dates for social media posts specific to your client. Details below. (35 points / ~10)

- **Event Plan:** Students will devise an event plan that you think will meet their goals and engage with the client’s desired audience. Details below. (35 points / ~10)

- **Evergreen Content:** Students will create 8 pieces of evergreen content that their client can use on their preferred social media channels in the future. Details below. (35 points / ~10)

- **Advertisement Plan:** Students will develop and describe a social media advertisement to help their client meet their goals. Details below. (35 points / ~10)

- **Final Report:** Students will revise all previous assignments (excluding only tests, attendance items, and guest speaker assignments) and compile into a client-friendly report that will be sent to the client after class has ended. (100 points / ~28)

**Reading Summaries**

*See due dates on course calendar below — all assignments due by 11:59 p.m. on the due date.*

2 per, 18 points total (5% of total grade)

You will read an 2-5 chapters of assigned text per week. After you’ve read and understood the text, you will summarize each as if you were creating a condensed version tailored for your client. Your summary will directly address your client (you, your company, Company Name, etc. are all acceptable for use in your summary). The summary should explain the basic concepts to your clients and how they relate to the clients’ social media efforts.

Summaries will vary in length depending on relevance to your client, but should always be at least three paragraphs.

**Chapter Action Items**

*See due dates on course calendar below — all assignments due by 11:59 p.m. on the due date.*

2 per, 32 points total (9% of final grade)

In addition to summaries, you will complete the assigned Action Items from the Kerpen book per chapter. Those needing to be completed will be listed in ICON. Again, these action items should be completed with your client in mind can be addressed to the company or organization.
Reading summaries and Action Item responses should be submitted to the ICON dropbox by 11:59 p.m. on the Saturday of each week.

The work that you do through your reading assignments will all contribute to your final report. Doing a thorough, polished job on each assignment as we flow through the course will make your life easier in the long run.

Social Media Status and Stats
Due: 9/7/2018 at 11:59 p.m.
35 Points (10% of final grade)

Congratulations! You are officially a social media marketer starting....NOW! Once you have selected your client, please get to work right away gathering information to guide your work throughout our session. You will have access to the client’s analytics and some background information, which I’ve shared in the Client Information Module.

Please supplement this information with some research of your own to learn about your client’s presence online and in social media as well as identify who you would describe as your client’s prime competition. The more you can learn about your client, the better you will be able to accomplish the rest of your tasks for this course. Then for this assignment, provide the following:

Part 1—RESEARCH SUMMARY: Please write up a summary of your research findings, including a description of your client’s digital presence, your initial impression of its current social media strengths and weaknesses, and how it relates to its prime competition. (1-2 pages)

Part 2—ANALYTICS AND AUDIENCE: Please include an overview of the current analytics. This overview should include a discussion of at least three key data points you find interesting and a description of the client’s audience. (1-2 pages)

Part 3—GOAL SETTING: To help guide your work throughout the semester, please identify three goals you think your client should work toward while improving his or her social media presence. These should be SMART goals—Specific, Measurable, Attainable, Timeline, and Realistic. For example, if you want to grow the client’s audience, by what percentage and over what amount of time? (1 page)

Upload all three parts to ICON by 9/7 at 11:59 p.m.

Content Calendar
Due: 9/21/2018 at 11:59 p.m.
35 Points (10% of final grade)
Using what you’ve learned about your client, your competition, and your audience, create a 1-year calendar including important dates for social media posts specific to your client. For example, an ice cream shop should celebrate National Ice Cream Day, National Chocolate Day, the first day of Summer, the company’s anniversary, etc. In addition to these important dates, you will suggest and schedule 1-2 recurring post themes (think #tbt) to give your client a rhythm and clear direction for part of its social media management.

Use one of the calendaring tools discussed in class or you’re also free to create a more visually-appealing calendar on your own or with a template. You are welcome to upload a PDF export, an Excel file, or to submit a URL. Please be sure your privacy settings allow access if submitting a URL.

Submit to ICON by 9/21 at 11:59 p.m.

Event Plan
Due: 10/6/2018 at 11:59 p.m.
35 Points (10% of final grade)

Social media events provide an opportunity to build audience, engage with existing fans, share a message, and bring your client to the front of people's minds. For this assignment, you will devise a plan that you think will meet the SMART goal(s) you defined for your client, engage with your client's audience in a productive and positive way, and be something your client could feasibly carry out without additional staffing or support.

Examples include contests, inviting fans to join you “live,” in-person events with a social component or giveaway, etc.

Your plan should include:

- An overall description (3-6 paragraphs)
- Justification—why is this a good event for your client? (1-2 paragraphs)
- Event goals and how you could measure success 3 SMART goals for the event, 1 paragraph each)
- Specific instructions for carrying out the event (2-5 paragraphs)
- Sample content (3 items or more, including visual and textual elements needed to pull off the event. A great tool for designing visually-appealing social media content is Canva.com.)

Submit to ICON as a PDF or Word Document by 10/6 at 11:59 p.m.

Evergreen Content
Due: 10/20/2018 at 11:59 p.m.
35 Points (10% of final grade)

Although social media content should be fresh and responsive, it is beneficial for companies and organizations to have a store of “evergreen” content for use during busy times or when inspiration escapes them. Evergreen content is content that can be used any time and does not have an expiration date. Some examples might include a story about the company's background, a trivia question, a list, an interesting fact, a photo and description, a graphic, a video, etc.

For this assignment, you will create 8 pieces of evergreen content — sized for both Instagram and Facebook as needed — that your client can use on their preferred social media channels in the future.

Your posts should be visual and resemble real social media content so that when we insert them into your final report, they’re attractive and professional and easy for your client to use. Again, a great tool for designing visually-appealing social media content is Canva.com.

You will be graded on your work’s visual appeal, professional polish, appropriateness for your client, and relevance to your stated goals.

Submit to Icon as a PDF, Word Document, or PowerPoint by 10/20 at 11:59 p.m.

Advertisement Plan
Due: 11/10/2018 at 11:59 p.m.
35 Points (10% of final grade)

Based on the advertisement discussion in your book, your own research, as well as any other useful outside resources, please come up with a description of social media advertising campaign plan to help your client meet the goals you identified previously.

Your campaign plan should address these questions:
1. Which social media platforms are preferred and why?
2. What budget do you recommend allocating to the campaign and why?
3. How will the 3 ads run (i.e. in sequence, at the same time, etc)?
4. What is your ad’s target market and how will you be sure you’re reaching it?
5. What specific goals do you hope your ad content will achieve?
6. What is the ad content—please include a mockup of the text and graphics.

Submit to Icon as a PDF, Word Document, or PowerPoint by 10/20 at 11:59 p.m.

Final Report
Due 12/8/2018 at 11:59 p.m.
100 points (29% of final grade)

You have created a lot of useful ideas and tangible social media content for your client in the past 5 weeks. Now we can put it all together in a useful, professional report.

Your report will include revise versions of:
- All of the Action Items and client-focused chapter summaries you have already created.
- All of the special assignments you have already completed including:
  - Social Media Stats and Status
  - Content Calendar
  - Event Plan
  - Evergreen Content
  - Advertising Plan

You can decide the organization of the report — it is not necessary to include the information in the order we completed it in class or the order it appears in our book.

You will close your report with a 1-page reflection of how you feel your ideas could help your client reach your SMART goals.

The report will take this format:
- Cover page
- Executive Summary (1 page or less)
- Table of Contents
- Content
- Reflection (1 page or more)
- Works Cited

Please make a visually-appealing report. The final document should be saved as a PDF and uploaded to ICON by 11:59 p.m. on 12/8/18.
<table>
<thead>
<tr>
<th>Week</th>
<th>Class</th>
<th>Topic</th>
<th>Readings Due</th>
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<td>Mon</td>
<td>Syllabus Day</td>
<td>None - Syllabus day</td>
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<td>Wed</td>
<td>Who are your customers, and what do they care</td>
<td>KERPEN BOOK</td>
<td>8/24</td>
<td>Reading Summary for</td>
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<td>Chapters 1 &amp; 3</td>
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<td>Chapter 1: Listen First, and Never Stop</td>
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<td>Action items Chapters 1 &amp;</td>
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<td>Listening</td>
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<td>Chapter 3: Think and act like your</td>
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<td>8/31</td>
<td>Wed</td>
<td>Metrics and Analytics</td>
<td>Metricool Article: What is Facebook Edgerank</td>
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<td>Sprout Social Article: All of the Social</td>
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<td>Media Metrics That Matter</td>
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<td>Mon</td>
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<td>9/7</td>
<td>Status and Stats Report</td>
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<td>9/3 - 9/7</td>
<td>Wed</td>
<td>Engagement and Community Growth</td>
<td>KERPEN BOOK</td>
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<td><strong>Week 4</strong>&lt;br&gt;9/10 -&lt;br&gt;9/14</td>
<td>Mon 9/10</td>
<td>Community Management</td>
<td><strong>KERPEN BOOK</strong>&lt;br&gt;<em>Chapter 6</em>: Respond Quickly to All Bad Comments&lt;br&gt;<em>Chapter 7</em>: Respond to Good Comments too&lt;br&gt;<strong>BAER BOOK EXCERPTS</strong>&lt;br&gt;<em>Chapter 2</em>: The Two Types of Haters and the DNA of Complaints, full chapter&lt;br&gt;<em>Chapter 4</em>: Customer Service is a Spectator Sport, pages 88 - 95</td>
<td>9/11 Reading Summary for Chapters 6 &amp; 7 &amp; Baer Book&lt;br&gt;Action Items Chapters 6 &amp; 7</td>
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<td>Community Management + Content Creation part 1</td>
<td><strong>KERPEN BOOK</strong>&lt;br&gt;<em>Chapter 8</em>: Be authentic&lt;br&gt;<em>Chapter 9</em>: be honest and transparent</td>
<td>9/14 Reading Summary for Chapters 8 &amp; 9&lt;br&gt;Action Items Chapters 8 &amp; 9</td>
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<td>Mon 9/17</td>
<td>Community Management + Content Creation part 2</td>
<td><strong>KERPEN BOOK</strong>&lt;br&gt;<em>Chapter 10</em>: Should you ask a lot of questions?&lt;br&gt;<em>Chapter 11</em>: Provide Value (yes, for free!)&lt;br&gt;<strong>GOODMAN BOOK EXCERPT</strong>&lt;br&gt;Chapter 4: Engage</td>
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<td>Week 6 9/24 - 9/28</td>
<td>Mon 9/24</td>
<td>Guest Speaker - Emily Ciccariello</td>
<td>Guest speaker bio + LinkedIn</td>
<td>9/23</td>
<td>Questions for the Guest Speaker</td>
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| Wed 9/26 | Community Management + Content Creation part 3 | KERPEN BOOK  
**Chapter 16:** Admit when you screw up  
**Chapter 17:** Consistently deliver excitement surprise and delight | 9/28 | Reading Summary for Chapters 16 & 17  
Action Items Chapters 16 & 17 |
| Week 7 10/1 - 10/5 | Mon 10/1 | Social Event Marketing Overview | 10/2 | Questions for the Guest Speaker |
| Wed 10/3 | Guest Speaker - Emily McMahon | Guest speaker bio + LinkedIn | 10/6 | Event Plan |
| Week 8 10/8 - 10/12 | Mon 10/8 | Post Types |  
| Wed 10/10 | Test Day |  
| Week 9 10/15 - 10/19 | Mon 10/15 | Design Tools +  
((Brainstorm session)) | Hubspot article: How to Use Canva (optional) |  
<p>| Wed 10/17 | ((In-Class Work Session)) |<br />
| Week 10 10/22 - 10/26 | Mon 10/22 | Social Goal Setting | 10/20 | Evergreen content |</p>
<table>
<thead>
<tr>
<th>Week 11 10/29 - 11/2</th>
<th>Mon 10/29</th>
<th>Budgeting and Ad Analysis</th>
<th>Smartbug Article: How to Analyze Facebook Ad Results</th>
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<td>Wed 10/31</td>
<td>Audience + Targeting</td>
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<td>Week 12 11/5 - 11/9</td>
<td>Mon 11/5</td>
<td>((In-Class Work Session))</td>
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<td>Wed 11/7</td>
<td>Scheduling &amp; Publishing</td>
<td>11/10 Advertisement Plan</td>
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<td>Week 13 11/12 - 11/16</td>
<td>Mon 11/12</td>
<td>Client Management 101</td>
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<td>Wed 11/14</td>
<td>Test Day</td>
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<td>11/19 - 11/23</td>
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<td>THANKSGIVING BREAK - NO CLASS</td>
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<td>Week 14 11/26 - 11/30</td>
<td>Mon 11/26</td>
<td>FAQs, Crisis Plans, and the Response Matrix</td>
<td>11/30 Send your working final report to 1 other classmate for review</td>
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<td>Wed 11/28</td>
<td>((In-Class Work Session))</td>
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<td>Week 15 12/3 - 12/7</td>
<td>Mon 12/3</td>
<td>Small Groups Review and Feedback</td>
<td>COME TO CLASS PREPARED TO OFFER YOUR CLASSMATE FEEDBACK</td>
</tr>
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<td></td>
<td>Wed 12/5</td>
<td>Open class time for final work, questions, feedback before submitting your final</td>
<td>12/8 Final Report</td>
</tr>
<tr>
<td>12/10 - 12/14</td>
<td></td>
<td></td>
<td>FINALS WEEK</td>
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