Content Marketing - Syllabus

Course Instructor
Kylah J. Hedding
Campus Address: W311- AJB
Phone: (319) 335-3415
Email: kylah-hedding@uiowa.edu
Office Hours: Monday/Wednesday 3:30-5 pm or by appointment.

Academic Course Home
College of Liberal Arts and Sciences – School of Journalism and Mass Communication
DEO: David Ryfe
Phone: (319) 335-3486
Email: david-ryfe@uiowa.edu

Course Details
Monday/Wednesday, 5-6:15 pm
AJB W340
To access the course site, log into Iowa Courses Online (ICON) using your Hawk ID and password.
http://icon.uiowa.edu/index.shtml

Prerequisites
JMC:2010 with a minimum grade of C- and JMC:2020 with a minimum grade of C-.

Course Description and Goals
Content marketing is a strategic approach that focuses on the creation of content to help further an organization's brand. It focuses on the creation of content that is useful for a clearly defined target audience, which attracts and retains customers loyal to an organization’s brand, ultimately driving profits.

This course introduces you to the concepts of content marketing and helps you develop the skills needed to create and execute a successful content marketing plan. By the end of the class you will be able to:

- Outline and apply the principles of content marketing, including defining an organization’s content niche.
- Develop compelling content for specific audiences and understand how to target your marketing efforts.
- Build and manage a content editorial calendar and content marketing plan.
- Implement an agile project management process to ensure content plan objectives are met quickly and efficiently.

Additionally, you will continue to develop your skill set for writing mechanics, AP Style, writing for the web, and editing.
SJMC Learning Objectives

The SJMC takes curricular assessment seriously. This course contributes to the SJMC assessment plan by reinforcing and helping students attain proficiency in several learning outcomes. These include:

Writing & Storytelling: By the end of this course, students should be proficient in gathering factual story elements, and evaluating and expressing them in logical forms that reach multiple audiences. Students will also display an ability to access and analyze data, report facts accurately, and research and edit information in a manner commensurate with professional standards.

Multiculturalism: By the end of this course, students should be proficient in producing strategic communication products that reflect the voices and experiences of diverse groups. Moreover, they should demonstrate an ability to work with members of diverse groups.

Finally, ethical considerations lie at the core of every communication profession. This course will reinforce students’ ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.

Click here for the complete SJMC Assessment Plan.

Required Textbook/Media

The required book for this course is *Epic Content Marketing: How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less*, by Joe Pulizzi. (McGrawHill Education, © 2014). The price ranges from approx. $5 used to approx. $21 new/e-book). The book is available at the University Bookstore in the IMU or Amazon. There is also a reserve copy in the J-School Resource Center. I will also post additional readings to the appropriate ICON module as needed.

You will also be required to keep up with what is happening currently in Content Marketing. You will sign up for the weekly update email from the Content Marketing Institute and listen to the weekly podcast Marketing Smarts from MarketingProfs. You will be responsible for the topics covered in the book, email, and podcast for class discussion and content responses.

Because many organizational style guides are based on AP Style, you will be expected to use it for this class. The University of Iowa provides access to the AP Stylebook Online for students through the Journalism and Mass Communication subject guide at the University of Iowa Libraries website: [http://guides.lib.uiowa.edu/jmc](http://guides.lib.uiowa.edu/jmc).

Course Structure

You will be assessed on both individual and group assignments. Individually, you will provide responses to readings and complete in-class exercises. Both individually and in groups, you will develop a content marketing plan and content pieces.

Course Work

Participation/Attendance: Participation is key to this class. We will discuss many issues related to strategic communication and content marketing, based both on the readings and on current events. See Attendance/PTO days under Course Policies for a detailed outline of the attendance policy for this class.

You will receive credit based on the percentage of classes at which you are present, prepared and take part in class. See attendance policy below. Please note that participation is based on quality – i.e. just because you attend every class, speak in every class, and/or dominate the discussion does not mean you get 100% on participation.
**In-class Exercises:** These will vary depending on class topic, but generally you will have to turn something in and/or present it at the end of each class period. Many of your in-class exercises will reflect the research and planning process for developing an effective content marketing plan. Occasionally you will be asked to bring in examples for the In-class Exercises. *Please note that your in-class exercises will be based on quality – i.e. more words DOES NOT EQUAL a better grade.*

In-class Exercises will be graded on a 0-2 scale where 0 = did not turn in the work; 1 = work shows average effort or does not effectively apply lessons learned in class that day; 2 = work shows strong effort and effectively applies the lessons learned in class that day. In-class exercises will not be listed on the syllabus – they will be available through ICON at the beginning of class. See Attendance/PTO days under Course Policies for my policies on making up missed In-class exercises.

**Content Responses:** You will be required to complete 10 content responses during the course of the semester. I will provide a discussion forum prompt each week based on some combination of assigned readings for the week and topics in content marketing addressed in the email updates and podcasts. You will be required to respond to the discussion prompt. You should also pose one or two questions you have about that week’s content (this does not have to be related to the discussion prompt, though it can be). *Please note that your reading responses will be based on quality – i.e. more words DOES NOT EQUAL a better grade. However, make sure you are addressing the discussion prompt adequately.*

Reading responses will be graded on a 0-2 scale where 0 = not done; 1 = summarizes but does not critically engage with the content and prompt, surface-level questions or questions missing; 2 = well thought out response that critically engages with the content and prompt, questions demonstrate an attempt to understand and apply content marketing principles.

**Graded Assignments:** You will work throughout the semester on graded assignments (both individually and in groups) that represent each part of the process for planning and executing a content marketing plan. Each assignment will be related to that module’s topic and will vary depending on the topic. For each assignment, you will receive a template and/or grading rubric so your group will know exactly what is expected. See Graded Assignments under Course Policies for my policies on making up missed/failing assignments.

**Final Group Campaign Portfolio:** This will be a compilation of your Graded Assignments, incorporating my feedback, presented as a final portfolio. This will include a final presentation to the class.

**Grading Criteria**

Final course grades will be assessed based on your performance in the following areas:

<table>
<thead>
<tr>
<th>% of Final Grade</th>
<th>Participation/Attendance</th>
<th>In-class Exercises</th>
<th>Content Responses (10)</th>
<th>Graded Assignments (6)</th>
<th>Final Content Plan and Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10%</td>
<td>15%</td>
<td>15%</td>
<td>40%</td>
<td>20%</td>
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<td>Total</td>
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Final course grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>A / A-</th>
<th>B+ to B-</th>
<th>C+ to C-</th>
<th>D+ to D-</th>
<th>F below 60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points</td>
<td>100-90</td>
<td>89-80</td>
<td>79-70</td>
<td>69-60</td>
<td>below 60</td>
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</table>
Course and University Policies

Course Policies

Class Discussion: I expect you to come to class having done the reading and prepared to participated in class discussion. Occasionally, we may discuss sensitive and/or controversial issues in class. While I do encourage disagreement and discussion (with each other and with me), I ask that we remain civil and respectful.

Current Issues/News: In addition to your reading, I expect you to keep up with current events. It’s important to know what’s going on in the world, and what issues your clients (today and in the future) face or will face. It makes you a more effective practitioner!

Graded Assignments: All assignments must adhere to the appropriate format. I will provide guidance for each assignment.

I allow students to re-submit failing work (less than 70 percent) within two weeks of receiving graded assignments. For group work, the entire group must commit to the revision. New assignments will be re-graded as long as you meet with me at least a week before the revised work is due and substantially revise the original work. There is no guarantee you’ll receive a better grade on a re-submitted assignment. Your final grade for the assignment will be an average of the two grades.

Plagiarism: I run all assignments through plagiarism detection software available through ICON. The software makes a preliminary report available to you when you turn in the assignment. Please turn in your work with enough time to review this report. Students may unintentionally copy others’ work. However, since I cannot assess whether plagiarism is intentional or unintentional, all work that improperly copies others’ words will be considered plagiarized and will receive an automatic zero. Note: The exception to this rule is information you may take from other marketing and communication tools developed by your client). If you have questions about what constitutes plagiarism please carefully review the syllabus. If you still have questions, please make an appointment to meet with me.

Due Dates and Missed Deadlines: Assignments are due at the time specified on ICON. Late assignments will receive a reduced grade unless you and I agree before the assignment is due that it can be late. Assignments will go down by a full letter grade each day that they are late. For example, an A assignment due at the end of class (EOC) received later that day will earn a B, a C the day after, and a D the day after that. (BOC = Beginning of Class; EOC = End of Class; EOD = End of Day, or 11:59 PM)

Attendance/PTO Days: Class attendance is imperative. However, I understand that at times during the term you may have an important obligation that keeps you from class. To that end, you will receive three “PTO” days. In the professional world, Paid Time Off (PTO) is an employee’s pool of available sick and vacation days off from work. Much like you would have to for a job, you should let me know in advance via email or ICON as soon as you know you will be missing a class (I don’t want a reason. Just a note that you will be missing class and the date).

If you miss class, you are still responsible for any material covered in class, including schedule changes. Check ICON and be in touch with a classmate to find out what went on in your absence. If you miss an in-class exercise, it is up to you to review the readings and course material, access the assignment online, and turn in the assignment within 24 hours of the original deadline. If you miss a group work day, it is up to you to work with your group to make up for what you missed.

If you do not let me know ahead of time that you will be missing class, you will be unable to make up any in-class exercises for that day. If it is a group work day, you will receive a 0 for that assignment or exercise. After you use up your three PTO days (i.e. after three absences), you will be unable to make up the in-class exercises and/or get credit for group graded assignments if you are absent.
However, if you find that a serious health or other problem is affecting your work, please talk with me—sooner rather than later—about how to handle course obligations. Also see me if a class meeting interferes with a religious observance.

Technology in Class: We live in a technological society, and I have no problem with the use of technology in class. However, should technology become an issue during class discussion/lecture, I will enforce a ban during those times.

Class Discussion: Occasionally, we may discuss sensitive and/or controversial issues in class. While I do encourage disagreement and discussion (with each other and with me), I ask that we remain civil and respectful. We will work together during the first week of class to develop rules of decorum for class discussions that we all will be responsible for adhering to and enforcing.

Workload: The CLAS student workload guidelines advise that each semester hour of class time should entail around two hours each week of outside preparation for the average student. This means that in a 3-semester-hour course like this one, students should expect 6 additional hours of outside work per week on average.

Online Communication: I am always happy to answer any e-mails with questions, comments or concerns. However, they should be sent through your Hawk e-mail account, as outlined in the CLAS policy. PLEASE INCLUDE JMC3420 IN THE SUBJECT OF THE EMAIL. I will respond to your e-mail in a timely manner (within 24-48 hours). On weekends, e-mail responses might be slower. I expect to see proper e-mail etiquette. These are two good websites to guide you on proper way to write e-mails, not just for this class, but for the rest of your career:

http://owl.english.purdue.edu/owl/resource/636/01/
https://medium.com/@lportwoodstacer/how-to-email-your-professor-without-being-annoying-af-cf64ae0e4087#.nih9hwtvw

University/CLAS 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/.

THE IOWA DOZEN

We learn to: (1) write correctly and clearly; (2) conduct research and gather information responsibly; (3) edit and evaluate carefully; (4) use media technologies thoughtfully; (5) apply statistical concepts appropriately

We value: (6) First Amendment principles for all individuals and groups; (7) a diverse global community; (8) creativity and independence; (9) truth, accuracy, fairness, and diversity

We explore: (10) communication theories and concepts; (11) media institutions and practices; (12) the role of media in shaping cultures
# Course Calendar

This is a tentative course outline. Throughout the semester, changes LIKELY WILL HAPPEN. Any changes will be announced ASAP on ICON and in class.

## Week 1 | Module 1: Introduction Content Marketing August 20, 22)

### Learning Objectives:
- Overview of assignments and expectations
- Introduction to content marketing within a strategic communication context
- Issues of ethics/diversity in content marketing

### Class Topics and Readings:

#### Monday - Intro
- Review Syllabus
- Introductions
- Technology/Discussion Policy

#### Wednesday – Content Marketing – the what and why
- READ *Epic Content Marketing* Ch. 1-5

### Due Dates:
- REQUIRED Content Response #1 - 8/21 EOD

## Week 2 | Module 1: Introduction to Content Marketing (August 27, 29)

### Learning Objectives:
- Introduction to agile project management process
- Know history of content marketing
- Know principles of content marketing

### Class Topics and Readings:

#### Monday –Agile Project Management
- READ Agile Project Management in ICON module

#### Wednesday – VIRTUAL CLASS
- WATCH “The Story of Content” on ICON
- In-class Exercise – “Apply for project position”

### Due Dates:
- REQUIRED Content Response #2 – 8/29 EOD
- REQUIRED In-class Exercise #1 – 9/1 EOD

## Week 3 | Module 1: Introduction to Content Marketing (September 3, 5)

### Learning Objectives:
- Building blocks of CMI Content Marketing Framework
- Client objectives and target audiences

### Class Topics and Readings:

#### Monday – NO CLASS – LABOR DAY

#### Wednesday – CMI Framework and “Client” Introduction
- REVIEW CMI Framework on ICON
- REVIEW SJMC Diversity Plan on ICON

### Due Dates:
- Content Response #3 – 9/4 EOD
<table>
<thead>
<tr>
<th>Week 4</th>
<th>Module 2: Defining Content Niche and Strategy (September 10, 12)</th>
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<tbody>
<tr>
<td>Learning Objectives:</td>
<td>Monday – Defining Content Niche and Strategy</td>
</tr>
<tr>
<td></td>
<td>□ Treating content as an asset</td>
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<td></td>
<td>□ Building audience personas and assessing content niche</td>
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<td></td>
<td>□ Developing a content mission statement</td>
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<tr>
<td>Due Dates:</td>
<td>Wednesday – WORK DAY</td>
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<tr>
<td></td>
<td>□ Content Response #4 – 9/9 EOD</td>
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<td></td>
<td>□ Graded Assignment #1 9/15 EOD</td>
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<tr>
<th>Week 5</th>
<th>Module 3: Developing and Distributing Content (September 17, 19)</th>
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<tr>
<td>Learning Objectives:</td>
<td>Monday – Developing and Distributing Content</td>
</tr>
<tr>
<td></td>
<td>□ Analyzing current content assets</td>
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<tr>
<td></td>
<td>□ Developing different types of content</td>
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<td></td>
<td>□ Finding good content within your organization</td>
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<td>□ Telling a good story with an authentic voice</td>
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<td>□ Creating content for your audience</td>
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<td></td>
<td>□ Developing an effective editorial calendar</td>
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<tr>
<td>Due Dates:</td>
<td>Wednesday – WORK DAY</td>
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<td></td>
<td>□ Content Response #5 – 9/16 EOD</td>
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<table>
<thead>
<tr>
<th>Week 6</th>
<th>Module 3: Developing and Distributing Content (September 24, 26)</th>
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<tbody>
<tr>
<td>Learning Objectives:</td>
<td>Monday – Best Practices in Content Development</td>
</tr>
<tr>
<td></td>
<td>□ Analyzing current content assets</td>
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<tr>
<td></td>
<td>□ Developing different types of content</td>
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<td>□ Finding good content within your organization</td>
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<td></td>
<td>□ Developing an effective editorial calendar</td>
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<tr>
<td>Due Dates:</td>
<td>Wednesday – WORK DAY</td>
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<tr>
<td></td>
<td>□ Content Response #6 - 9/23 EOD</td>
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<tr>
<td></td>
<td>□ Graded Assignment #2 9/28 - EOD</td>
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<tr>
<th>Week 7</th>
<th>Module 4: Marketing Content and Evaluating Impact (October 1, 3)</th>
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<tbody>
<tr>
<td>Learning Objectives:</td>
<td>Class Topics and Readings:</td>
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</tr>
<tr>
<td>□ Effectively marketing your content</td>
<td>Monday – Creating a Content Marketing Channel Plan</td>
</tr>
<tr>
<td>□ Brief overview social media marketing</td>
<td>▪ READ TBD in ICON module</td>
</tr>
<tr>
<td>□ Brief overview SEO</td>
<td>▪ In-class work with groups</td>
</tr>
<tr>
<td><strong>Due Dates:</strong></td>
<td>Wednesday – WORK DAY</td>
</tr>
<tr>
<td>□ Content Response #7 - 9/30 EOD</td>
<td>▪ In-class work with groups</td>
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**Week 8 | Module 4: Marketing Content and Evaluating Impact (October 8, 10)**

<table>
<thead>
<tr>
<th>Learning Objectives:</th>
<th>Class Topics and Readings:</th>
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<tbody>
<tr>
<td>□ Content Marketing Pyramid</td>
<td>Monday – Data Analytics</td>
</tr>
<tr>
<td>□ Brief overview analytics and tracking</td>
<td>▪ Recommended readings in ICON module</td>
</tr>
<tr>
<td><strong>Due Dates:</strong></td>
<td>▪ In-class work with groups</td>
</tr>
<tr>
<td>□ Content Response #8 – 10/7 EOD</td>
<td>Wednesday – WORK DAY</td>
</tr>
<tr>
<td>□ Content Response #9 10/14 EOD</td>
<td>▪ In-class work with groups</td>
</tr>
</tbody>
</table>

**Week 9 | Module 5: Ethics/Diversity in Content Marketing (October 15, 17)**

<table>
<thead>
<tr>
<th>Learning Objectives:</th>
<th>Class Topics and Readings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Importance of considering diversity in developing and marketing content</td>
<td>Monday – Issues of Ethics and Diversity in Content Marketing</td>
</tr>
<tr>
<td>□ Ethical issues in the digital age</td>
<td>▪ READ TBD on ICON</td>
</tr>
<tr>
<td><strong>Due Dates:</strong></td>
<td>▪ In-class work with groups</td>
</tr>
<tr>
<td>□ Content Response #9 10/14 EOD</td>
<td>Wednesday – WORK DAY</td>
</tr>
<tr>
<td>□ Content Response #9 10/14 EOD</td>
<td>▪ In-class work with groups</td>
</tr>
</tbody>
</table>

**Week 10 | Module 6: Developing Compelling Content Part 2 (October 22, 24)**

<table>
<thead>
<tr>
<th>Learning Objectives:</th>
<th>Class Topics and Readings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Best practices for developing unique and compelling content for strategic advantage</td>
<td>Monday – Developing Compelling Content</td>
</tr>
<tr>
<td>□ Issues of ethics/diversity in content marketing</td>
<td>▪ Reading TBD on ICON</td>
</tr>
<tr>
<td><strong>Due Dates:</strong></td>
<td>▪ In-class work with groups</td>
</tr>
<tr>
<td>□ Content Response #10 10/21 EOD</td>
<td>Wednesday – WORK DAY</td>
</tr>
<tr>
<td>□ One Content Piece 10/26 EOD</td>
<td>▪ In-class work with groups</td>
</tr>
</tbody>
</table>
### Week 11 | Module 6: Developing Compelling Content Part 2 (October 29, 31)

**Learning Objectives:**
- Best practices for developing unique and compelling content for strategic advantage
- Issues of ethics/diversity in content marketing

**Due Dates:**
- Content Response #11 – 10/28 EOD
- One Content Piece 11/2 EOD

**Class Topics and Readings:**

**Monday – Developing Compelling Content**
- Reading TBD on ICON
- In-class work with groups

**Wednesday – WORK DAY**
- In-class work with groups

### Week 12 | Module 6: Developing Compelling Content Part 2 (November 5, 7)

**Learning Objectives:**
- Best practices for developing unique and compelling content for strategic advantage
- Issues of ethics/diversity in content marketing

**Due Dates:**
- Content Response #12 – 11/4 EOD
- One Content Piece 11/9 EOD

**Class Topics and Readings:**

**Monday – Developing Compelling Content**
- Reading TBD on ICON
- In-class work with groups

**Wednesday – WORK DAY**
- In-class work with groups

### Week 13 | Module 6: Developing Compelling Content Part 2 (November 12, 14)

**Learning Objectives:**
- Best practices for developing unique and compelling content for strategic advantage
- Issues of ethics/diversity in content marketing

**Due Dates:**
- Content Response #13 – 11/11 EOD
- One Content Piece 11/16 EOD

**Class Topics and Readings:**

**Monday – Developing Compelling Content**
- Reading TBD on ICON
- In-class work with groups

**Wednesday – WORK DAY**
- In-class work with groups

### Week 14 | THANKSGIVING!!! (November 19, 21)

### Week 15 | Module 6: Developing Compelling Content Part 2 (November 26, 28)
### Learning Objectives:

- Best practices for developing unique and compelling content for strategic advantage
- Issues of ethics/diversity in content marketing

### Due Dates:

- Content Response #14 – 11/26 EOD

### Class Topics and Readings:

**Monday – Developing Compelling Content**
- Reading TBD on ICON
- In-class work with groups

**Wednesday – WORK DAY**
- In-class work with groups

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### Week 16 | Final Content Plans and Presentations (December 3, 5)

#### Due Dates:

- **Final Content Plan Presentations**
  - 12/3
- **Final Content Plans with content pieces**
  - will be due thorough ICON at the end of the assigned Final Exam time

#### Class Topics and Readings:

**Monday – Final Content Plan Presentations**
- **FINAL CONTENT PLAN PRESENTATIONS**

**Thursday – OPTIONAL WORK DAY**
- **OPTIONAL WORK DAY**