Social Media Marketing

JMC:3530:0001 Spring 2021
TuTh 5:00-6:15 PM
This course will be taught online.

Instructor: Laura Kivlighan (she, her, hers)
Email: laura-kivlighan@uiowa.edu
Course Website: icon.uiowa.edu
Drop-In Hours: TuTh 3:30-5pm or by appointment (via Zoom at link above)

Communications: 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 all electronic communications.

Course Overview
Social Media Marketing is an ever-changing field that seems only to grow in importance for everyone from academic institutions to nonprofits to businesses big and small. In this course, we will study social media best practices and put what we learn into action helping real clients achieve their goals. Students will learn the history of social media, social media best practices, and strategies for content and campaign implementation. This class will be a combination of lecture, discussion, readings, and client work.

SJMC Learning Goals
This course contributes to fulfilling the learning goals of the SJMC Assessment Plan. Students may find the plan here: https://clas.uiowa.edu/sjmc/undergraduate-programs/sjmc-assessment-plan.

Specifically, this course reinforces the learning objectives outlined in the Media Industries and Culture Learning Goal of the Assessment plan. These objectives include:

Learning Objective 1
Students will demonstrate knowledge of technological innovations in print and electronic communication and their impact on media publishing industries for mass audiences, showing an awareness of their distinct political, social, and economic contexts and uses.

Learning Objective 2
Students will demonstrate knowledge of media cultures, particularly the construction of meaning through methods and devices such as media framing.

Learning Objective 3
Students will demonstrate an ability to analyze media texts by way of contexts and analogy.
This course also contains learning goals and objectives specific to course material. These include:

1. **Social Media Fundamentals**
   - Obtain a fundamental understanding of:
     - 4 core social media platforms and their differences, pros, and cons: Facebook, Instagram, Twitter, LinkedIn
     - The impact of social media on society
     - The importance of good social media management practices

2. **Social Media Content Strategy**
   - Obtain a clear understanding of SMART goals
   - Learn about social media analysis via a client audit
   - Learn the fundamental stages of developing a social media campaign strategy including:
     - Goal Setting
     - Audience identification
     - Organic content strategy
     - The customer/marketing funnel

3. **Social Media Campaign Structure & Paid Promotion**
   - Obtain a fundamental understanding of:
     - The advertising options for the 4 core social media platforms: Facebook, Instagram, Twitter, LinkedIn
     - Ethical and effective targeting practices for paid social media
     - Tracking and reporting on paid social campaigns
     - How to set paid promotion projections and budgets
   - Successfully present a complete and thorough presentation to your client pulling together all the concepts from class

**Course Materials**

Course readings will be posted on the course ICON website. Copies of the book readings will also be available at the resource center (Room E350 Adler Journalism Building).

**Course Requirements**

Students are expected to attend classes, contribute to class discussion, complete all required readings and exams, and submit assignments on time. Students are expected to behave in a professional manner in the classroom, on Zoom, and when representing the class in any way. Attendance and participation is 150 points.
Late assignments and excessive absences will result in lower grades. I reserve the right to deduct points from your final grade for unprofessional behavior, including excessive tardiness, or lack of attention due to excessive phone use.

**Grading (Points out of 1000)**

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**Course Policies:**

**Absences and Attendance**

Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing course absence policies, which vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, and University authorized activities ([https://clas.uiowa.edu/students/handbook/attendance-absences](https://clas.uiowa.edu/students/handbook/attendance-absences)). Students may use the CLAS absence form to aid communication with the instructor who will decide if the absence is excused or unexcused; the form is located on ICON within the top banner under "Student Tools."

**Academic Integrity**

All undergraduates enrolled in courses offered by CLAS have in essence agreed to the College's [Code of Academic Honesty](https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code). Academic misconduct affects a student's related grade and is reported to the College which applies an additional sanction including suspension. Outcomes about misconduct are communicated through UI email ([https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code](https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code)).

**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 a mental health, attention, learning, vision, and a physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at [https://sds.studentlife.uiowa.edu/](https://sds.studentlife.uiowa.edu/).
Administrative Home of the Course

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 related policies. Other UI colleges may have different policies for courses offered by that college. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

Classroom Expectations

Students are expected to comply with University policies regarding appropriate classroom behavior as outlined in the Code of Student Life (https://dos.uiowa.edu/policies/code-of-student-life/). This includes related UI policies and procedures that all students have agreed to regarding the COVID-19 pandemic. Particularly, each student must wear a face mask when in a UI building, including a classroom. The density of seats in classrooms has been reduced, and in some instances, this will allow 6 feet or more of distance while other cases, it may be less. Regardless, wearing a face mask and maintaining as much distance as is possible are vital to slowing the spread of COVID-19. In the event that a student disrupts the classroom environment through the failure to comply with a reasonable directive of an instructor or of the University, the instructor has the authority to ask that the student to leave the space immediately for the remainder of the class period. Additionally, the instructor is asked to report the incident to the UI Office of Student Accountability, with the possibility of additional follow-up with the student. Students who need temporary alternative learning arrangements (TALA) for a future semester related to COVID-19 should visit this website for more information: https://coronavirus.uiowa.edu/temporary-alternative-learning-arrangements-tala.

Class Recordings: Privacy and Sharing

Some sessions of a course could be recorded or live-streamed. Such a recording or streaming will only be available to students registered for the course. These recordings are the intellectual property of the faculty, and they may not be shared or reproduced without the explicit written consent of the faculty member. Students may not share these sessions with those who are not enrolled in the course; likewise, students may not upload recordings to any other online environment. Doing so is a breach of the Code of Student Conduct and in some cases is a violation of the Federal Education Rights and Privacy Act (FERPA).

Communication and the Required Use of UI Email

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

Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences. See this page for more information: https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

Final Examination Policies

The final exam schedule 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 information. No exams of any kind are allowed the week before finals with a few exceptions made for particular types of courses such as labs or off-cycle courses: https://registrar.uiowa.edu/final-examination-scheduling-policies.

Nondiscrimination in the Classroom

The University of Iowa is committed to making the classroom a respectful and inclusive space for people of all gender, sexual, racial, religious, and other identities. Toward this goal, students are invited in MyUI to optionally share the names and pronouns they would like their instructors and advisors to use to address them. 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 (https://diversity.uiowa.edu/eod; +1 319 335-0705 or (diversity.uiowa.edu)

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, please see https://osmrc.uiowa.edu/.

ASSIGNMENT DETAILS

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

Group Deliverables [Client Work]

1. **Client Audit**: Students will analyze their chosen client's information and set goals to keep in mind throughout the course. Details below. (120 points / 12%)

2. **Status Update**: One status update will be sent to each client to report on the status of their final work. A template will be provided. (25 points / 3%)

3. **Email to Client**: Students will send one email to the client including their initial client audit report and the status update on progress towards the content plan, ad plan and final presentation. Details below. (20 points / 2%)

4. **Social Media Content Plan**: A group presentation (powerpoint) of a recommended content strategy, marketing funnel, sample content pieces, and audience details. (120 points / 12%)

5. **Advertisement Plan**: Students will develop and describe a social media advertisement to help their client meet their goals. Details below. (120 points / 12%)

6. **Final Presentation**: A group presentation pulling together all concepts from class will be delivered to the class and the client. (200 points / 20%)

Individual Deliverables

7. **Unit 1 Test**: The test will contain questions from both the readings and in-class lectures, reviewing the core concepts from Unit 1. Students must be present on the day of the test in order to take it. (100 points / 10%)

8. **Quizzes (7)**: This course will contain 7 take home quizzes after each assigned reading (excluding guest speaker bio). They are required to be completed by 12:00 pm noon before the next class and submitted via ICON. (70 points / 7%)

9. **Social Media In the News**: Each student will be required on a set day to share key takeaways and present 1 current (published within 60 days) event related to social media. Students will provide a written summary in powerpoint and present a 2-5 minute overview, and answer questions from the class. (25 points / 3%)

10. **Attendance**: Attendance represents 100 points towards your final grade. For every unexcused absence, your score will drop by 10 points. If you have 2 unexcused absences, you get 80 of those points; if you have 3 unexcused absences you get 70 of those points. If you have 4 unexcused absences, you get 50 points. Anything more than 4 unexcused absences and you lose the entire 100 points. (100 points / 10%)

11. **Class Participation**: Class participation includes asking questions during Social Media in the News presentations (at least 2x per semester), discussion posts, and engaging with class activities. (50 points / 5%)

12. **Team Evaluations**: At the end of the course, students will be asked to review themselves and their individual group team members for overall participation with a total grade of 50 points based on your teams' response to your participation. Final grade averages will be determined by me on this assignment. (50 points / 5%)
Group Deliverables [Client Work]

Client Audit
120 points total (12% of total grade)

Understanding the current social media and digital landscape your client exists in is an important first step in creating a solid strategy. Students will analyze the client’s data exports from Facebook, identify competitors, establish benchmarks, recommend opportunities and set goals to keep in mind throughout the course.

A group audit of your client’s current social media presence and a competitive analysis including:

- Analysis and comparison of 3 competitors
- Current social presence table analysis
- Current audience breakdown
- 3 top content pieces identified
- 3 opportunities identified

Additional details and templates available on ICON.

Email to Client
20 points total (2% of total grade)

Client communications are imperative to a successful client relationship. Groups will be drafting and sending an email to clients upon completion and feedback on the social media audit. A draft will be due on ICON and once approved a member of the team will be required to send the email and CC the group and myself.

Email Outline:

- Intro - What did you do?
- 1 interesting takeaway – what did you find?
- Next steps – what is coming next? (expectation setting)
- Closing + Professional email signature

Additional details and templates available on ICON.

Status Update
25 points total (3% of total grade)

A status update is another communications tool to set clear expectations for the client and communicate deadlines.

During the two work sessions, the professor will spend ~15 minutes with each group to review a status update. This is meant to represent a situation similar to a real-life client check-in and
students are expected to be prepared to discuss their progress at this time. The discussion will include:

- Review completed work
- What questions or deliverables do you still need from the client
- What are you working on next
- What does the timeline for completion look like

In addition to this brief discussion, the group will be required to have a printed copy of a status report ready for the professor when she visits your group. This should be filled in collaboratively so that anyone in the group could answer questions about it.

*Additional details and templates available on ICON.*

**Social Media Content Plan**

**120 points total (12% of total grade)**

Social media content is continually evolving going from basic static images and 90 character ad copy 10 years ago to now a wide range of video / content offerings across multiple platforms and countless ad copy strategies for conversion.

A group presentation of a recommended content strategy for your client including:
- An overview of the marketing funnel
- A content strategy framework (themes + topics)
- Example content pieces
- Audience detail

Students should be prepared to answer questions about their content choices, funnel structure, and audience. This presentation will be given to the class. The group will have 15 mins for their presentation followed by 10 mins of questions from their peers and the professor. Each member of the group should speak for an equal part of the presentation and all students should be prepared to answer questions.

*Additional details and templates available on ICON.*

**Advertisement Plan**

**120 points total (12% of total grade)**

Students will work together to develop and describe a social media advertising plan to help clients meet their goals. This will be submitted in slide format but not presented to the class in person. This should build onto the campaign content assignment and it must include:

- A 3-stage campaign funnel (as reviewed in class and included in the campaign content assignment)
Final Presentation
200 points total (20% of total grade)

For the final project, students will collaborate on a group presentation pulling together all concepts from class. This will be delivered to the class as well as the client. It will include a compilation and refinement of the Client Audit, Campaign Content, and Advertising plans as well as other relevant content from class. The presentation must include:

- A short audit review
- Organic SMART goals for social
- Community management recommendations
- Content strategy framework
- 3-stage campaign funnel review
- Paid ad campaign review
- 3 SMART goals for the paid campaign
- Benchmarks and budget recommendations for paid campaign
- Ad Plan review
- Conclusion

Each student will be required to speak for approximately equal time during the presentation. The presentation will be 25 minutes long and will be followed by 10 minutes of questions from class peers, the professor, and the client. Everyone in the group should be able and prepared to answer these questions.

Additional details available in ICON.

Individual Deliverables

Social Media In the News:
1 per semester, 25 points total (3% of total grade)

Each student will be required on a set day to present 1 current event (published within 60 days) related to social media to class. Students will present for 2-5 minutes including:
• An overview of the event/article/update in powerpoint format (1-2 slides)
• 2 key takeaways/insights from the article
• Identify its impacts on society/technology (good, bad, indifferent?)
• Be prepared to answer 2 questions asked by the class regarding the piece

Additional details and templates available on ICON.

COURSE SCHEDULE

This class is formatted into 3 units. The first will help establish a fundamental knowledge of social media marketing. During the second, you will be assigned a group and client to focus on for the duration of the class. We will then learn about campaign strategy and you will begin creating content for your client. In the third, we will develop advertising plans and explore new and more complex tactics in social media marketing before a final presentation will be delivered to your client.

Details are as follows:

| UNIT 1 |
|------------------------|------------------------|------------------------|------------------------|
| **UNIT 1: SYNCHRONOUS ONLINE**  
(Lectures will be recorded) | **Readings**  
All readings should be completed **prior to class** on the day they are assigned. | **Assignments**  
All assignments are due by the times specified in ICON. Reading quizzes are due by 2pm (before class). |
| **Week** | **Topic** | **Readings Due** | **Due** | **Task** |
| Week 1  
Tu 1/26 | Syllabus and Class Overview | | | **Week 1 Assessment**  
(in-class assignment) |
| Week 1  
Th 1/28 | History and Impact of Social Media | | | |
| Week 2  
Tu 2/2 | Platforms the 4 key social media platforms  
(FB, IG, TW, LI) | Social Media Today Article:  
“Instagram Explains How Its Algorithm Works in New Briefing.”  
Sprout Social Article:  
“How the Facebook algorithm works and ways to outsmart it” | 2/2 | Reading Quiz #1  
found on ICON |
<table>
<thead>
<tr>
<th>Week 2</th>
<th>Topic</th>
<th>Post Types + In class activity</th>
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</thead>
</table>
| Week 3 | Tu 2/9 | Organic Content and Community Management | Hug Your Haters excerpts: Chapter 2: The Two Types of Haters and the DNA of Complaints, full chapter  
Chapter 4: Customer Service is a Spectator Sport, pages 88 - 95 | 2/9  
Reading Quiz #2 found on ICON |
| Week 3 | Th 2/11 | Goal Setting ID  
Social Listening |  |
| Week 4 | Tu 2/16 | Test Review Session | 2/16  
Social Media in the News: |
| Week 4 | Th 2/18 | Test Day | 2/18  
Unit 1 Test |

**UNIT 2**

**UNIT 2: SYNCHRONOUS ONLINE**  
(Lectures will be recorded)

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings Due</th>
<th>Due</th>
<th>Task</th>
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</thead>
</table>
| Week 5 | Tu 2/23 | Clients Overview  
- Business overview  
- Goals  
- Current social presence |  |
| | | Be prepared to ask questions/take notes |
| Week 5 | Th 2/25 | Goal Setting (SMART) and Types of Campaigns  
Submit client preference on ICON |
| | | | 2/25  
Reading Quiz #3 found on ICON |
<table>
<thead>
<tr>
<th>Week 6</th>
<th>Social Media Audit + Competitive Analysis</th>
<th>2/25</th>
<th>Social Media in the News:</th>
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<tbody>
<tr>
<td>Th 3/2</td>
<td>Brand Development</td>
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<tr>
<td>Week 6</td>
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<td>3/4</td>
<td>Social Media in the News:</td>
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<td>Th 3/4</td>
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<td>Week 7</td>
<td>Client Data Analysis</td>
<td>3/9</td>
<td>Social Media in the News:</td>
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<td>Tu 3/9</td>
<td>Data and Monitoring Tools</td>
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<td>Week 7</td>
<td></td>
<td>3/11</td>
<td>Reading Quiz #4 found on ICON</td>
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<tr>
<td>Th 3/11</td>
<td>Social Media Content Best Practices</td>
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<td>Social Media in the News:</td>
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<td><em>Jab Jab Right Hook Excerpts:</em></td>
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<td><strong>Round 1</strong>: The Setup (pages 1 - 14)</td>
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<td><strong>Round 2</strong>: The Characteristics of Great Content and Compelling Stories (pages 15 - 28)</td>
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<td>Week 8</td>
<td>Content Framework Class Activity</td>
<td>3/16</td>
<td>Client Audit</td>
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<td>Tu 3/16</td>
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<td>Due 3/11 at 11:59pm</td>
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<td>3/16</td>
<td>Social Media in the News:</td>
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<td><em>Campaign Content presentation slots assigned</em></td>
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<td>Week 8</td>
<td>Organic Content &amp; How to Write Compelling Copy</td>
<td>3/18</td>
<td>Reading Quiz #5 found on ICON</td>
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<tr>
<td>Th 3/18</td>
<td>In class writing assignment or small break out rooms via zoom</td>
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<td>Social Media in the News:</td>
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<td><em>Buffer Article:</em> “If Don Draper Tweeted: The 27 Copywriting Formulas That Will Drive Clicks and Engagement on Social Media.”</td>
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<td><em>CoSchedule Article:</em></td>
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| Week 9        | Review of Content Strategy, Content Framework, and Process | 3/23 | Client Email + Status Update  
Feedback will be provided for your review & edits before sending email. Email will be sent in class. |
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<td>Tu 3/23</td>
<td>Status update review - Working session</td>
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<tr>
<th>Week 9</th>
<th>Cultural Awareness in Advertising and Evolution in Advertising</th>
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<th>Social Media in the News:</th>
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<td>Th 3/25</td>
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| Week 10       | In-Class Campaign Content Presentations Day 1                | 3/30 | Content Strategy  
Due by 5pm |
|--------------|----------------------------------------------------------------|-----|------------------------|
| Tu 3/30      |                                                                 |     | Social Media Content Plan Presentations:  
- Group 1  
- Group 2 |

| Week 10       | In-Class Campaign Content Presentations Day 2                | 4/1  | Social Media Content Plan Presentation:  
- Group 3  
- Group 4 |
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<td>Th 4/1</td>
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<td>Social Media in the News:</td>
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<tr>
<th>Week 11</th>
<th>Conversational marketing / Contests / Influencers</th>
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<tr>
<td>Tu 4/6</td>
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UNIT 3: SYNCHRONOUS ONLINE  
(Lectures will be recorded)
### Readings
All readings should be completed **prior to class** on the day they are assigned.

### Assignments
All assignments are due by 5:00 p.m. on the due date unless otherwise specified.

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<th>Week</th>
<th>Topic</th>
<th>Readings Due</th>
<th>Due</th>
<th>Due</th>
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<tbody>
<tr>
<td>Week 11  Th 4/8</td>
<td>Paid Content Tactics and Marketing Funnels</td>
<td>Assignment: Mindfully use social media this week. What do you notice in paid ads?</td>
<td>4/8</td>
<td>Social Media in the News:</td>
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<tr>
<td>Week 12  Tu 4/13</td>
<td>Social Media Advertising Observations</td>
<td>Paid Targeting + Ad Set Up</td>
<td>4/13</td>
<td>Social Media in the News:</td>
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<td>Discussion: What did you see when evaluating paid ads on social media? Leave your thoughts in ICON. We will discuss in small groups in class. Notes due in ICON.</td>
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<tr>
<td>Week 12  Th 4/15</td>
<td>Tracking Metrics and Reporting and Budgeting</td>
<td>Adspresso by Hootsuite Article: “Inside Facebook Campaign Budget Optimization.”</td>
<td>4/13</td>
<td>Social Media in the News:</td>
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<td>Reading Quiz #6 found on ICON</td>
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<tr>
<td>Week 13  Tu 4/20</td>
<td>Paid Promotion Budgeting Exercise</td>
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<td>4/20</td>
<td>Social Media in the News:</td>
</tr>
<tr>
<td>Week 13  Th 4/22</td>
<td>Ad Plan Strategy Working Session</td>
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<td>4/22</td>
<td>Ad Plan Due 4/20 at 11:59pm</td>
</tr>
<tr>
<td>Week 14  Tu 4/27</td>
<td>Crisis Planning / Response Matrix / Community Guidelines</td>
<td>Likeable Social Media excerpt: <strong>Chapter 16</strong> Admit When You Screw Up, and Then Leverage Your Mistakes (page 197 - 206)</td>
<td>4/27</td>
<td>Reading Quiz #7 found on ICON</td>
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<tr>
<td>Week 14</td>
<td>Working/Question Session for Final Presentations</td>
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<td>Week 15</td>
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