

Social Media for Marketing to Business

MAR 155-201 Fall 2021

3 Credits Online Course Schedule

Class weeks will usually begin on **Tuesdays** and usually end on **Mondays at 11:59 PM**

Week One September 28-October 4

Activities	Due Dates
Introduction Discussion initial post due 10/1 and responses to others due	10/4
Read Chapter 1 from eBook	10/4
Review PowerPoint Slides for chapter 1	10/4
Discussion #1 initial post due <u>10/1</u> and responses to others due	10/4
Watch Industry Expert Videos	10/4
Assignment 1	10/4
Discussion #2 initial post due <u>10/1</u> and responses to others due	10/4
Quiz 1 over Chapter 1	10/4

Week Two October 5- 11

Activities	Due Dates
Read Chapter 2	10/11
Review PowerPoint Slides for chapter 2	10/11
Discussion #3 initial post due 10/8 and responses to others	10/11
Assignment #2	10/11
Watch Industry Expert Video	10/11
Quiz 2 over Chapter 2	10/11
Read chapter 3	10/11
Review PowerPoint slides chapter 3	10/11
Watch Videos and Articles that explain Mimic Social	10/11
Complete rounds 1 and 2 of Mimic Social which includes the post and analysis questions	10/11

Quiz 3 over chapter 3	10/11
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Week Three October 12-18

Activities	Due Dates
Read chapter 4	10/18
Review PowerPoint Slides for chapter 4	10/18
Discussion #4 initial post due 10/15 and responses to others due	10/18
Assignment #3	10/18
Watch Industry Expert Videos	10/18
Quiz 4 over chapter 4	10/18
Complete rounds 3 and 4 of Mimic Social with both posting and analysis questions	10/18
Read chapter 5	10/18
Review PowerPoint Slides for chapter 5	10/18
Read instructional steps 1-3 for Discussion #5	10/18
Watch Industry Expert Videos	10/18
Quiz over chapter 5	10/18

Week Four October 19-25

Activities	Due Dates
Finish instructional steps 3-6 for Discussion #5 with initial post by 10/22 and responses to others due	10/25
Read chapter 6	10/25
Review PowerPoint slides for chapter 6	10/25
Discussion #6 initial post by 10/22 and responses to others by	10/25
Watch Industry Expert Videos	10/25
Quiz 6 over chapter 6	10/25
Complete rounds 5 and 6 of Mimic Social with both posting and analysis questions	10/25

Read chapter 7	10/25
Review PowerPoint slides for chapter 7	10/25
Assignment #4	10/25
Quiz 7 over chapter 7	10/25

Week Five October 26-November 1

Activities	Due Dates
Read chapter 8	11/1
Review PowerPoint slides for chapter 8	11/1
Discussion #7 initial post by October 29 and responses to others	11/1
Watch Industry Expert Videos	11/1
Quiz 8 over chapter 8	11/1
Complete rounds 7 and 8 of Mimic Social with both posting and analysis	11/1
Read chapter 9	11/1
Review PowerPoint slides for chapter 9	11/1
Assignment #5	11/1
Watch Industry Expert Videos	11/1
Quiz 8 over chapter 9	11/1

Week Six November 2-8

Activities	Due Dates
Read chapter 10	11/8
Review PowerPoint slides for chapter 10	11/8
Discussion #8 initial post by November 5 responses to others	11/8
Complete rounds 9 and 10 of Mimic social with postings and analysis questions	11/8
Assignment #6	11/8

Watch Industry Expert Videos	11/8
Quiz over chapter 10	11/8
Watch Industry Expert Videos	11/8

Week Seven November 9-15

Activities	Due Dates
Read chapter 11	11/15
Review PowerPoint slides chapter 11	11/15
Discussion #9 initial post by 11/12 and responses to others by	11/15
Assignment 7	11/15
Quiz 11 over chapter 11	11/15
Assignment #7	11/15
Complete rounds 11 & 12 of Mimic Social	11/15
Read chapter 12	11/15
Review PowerPoint slides chapter 12	11/15
Quiz 12 over chapter 12	11/15

Week Eight November 16-22

Activities	Due Dates
Read chapter 13	11/22
Review PowerPoint slides for chapter 13	11/22
NO DISCUSSION THIS WEEK!!!!	
Complete rounds 13 & 14 mimic social	11/22
Assignment #8	11/22
Watch Industry Expert Video	11/22
Quiz 13 over chapter 13	11/22

FALL BREAK NO SCHOOL NOVEMBER 23-29

Week Nine November 30-December 6

Activities	Due Dates
Read chapter 16	12/6
Review PowerPoint slides for chapter 16	12/6
Discussion #10 (Last One!!) initial post by 12/3 responses to others by	12/6

Complete rounds 15 and 16 Mimic Social (Last Ones!!)	12/6
Quiz 14 over chapter 16	12/6
Read Chapter 17	12/6
Review PowerPoint slides over chapter 17	12/6
Assignment #9	12/6
Quiz 15 over chapter 17	12/6

Week Ten December 7-December 13

Activities	Due Dates
Read Chapter 18	12/13
Review PowerPoint slides chapter 18	12/13
Assignment #10 (Last One)	12/13
Quiz #16 over chapter 18 (Last One)	12/13
Final Short Answer Essay Exam over Course Learning Outcomes	12/13
CONGRATULATIONS YOU HAVE COMPLETED THE COURSE	