

## **COMM 4350 Spring 2018 Selected-Advertising Topics Course Pacing**

This course is delivered completely online. Students should review the pacing calendar to insure complete understanding of the daily and weekly deadlines.

### **Week One**

- Read and review content in the "Getting Started" module to include the course syllabus and this pacing schedule. Take the Syllabus Quiz on Tuesday, March 13, 2018 before 10:30 p.m. The quiz is worth up to 25 points.
- Introduce yourself to your classmates in the designated area of the "Getting Started" module as early in the week as possible. Read through the postings from your classmates and respond to at least two of them by 10:30 p.m. on Wednesday, March 14, 2018. Your "Introduce Yourself" posting and responses to classmates is worth up to 25 points.
- Read and review chapters 1-3 in "Word of Mouth Marketing" by Andy Sernovitz. After reading the chapters post your responses to the group discussion question in the designated area of the module. All postings must be submitted by 10:30 p.m. Thursday, March 15, 2018. This discussion is worth up to 40 points.
- After reading chapters 1-3 in "Word of Mouth Marketing" by Andy Sernovitz, answer the questions as part of Assignment #1. Your assignment must be submitted on or before 10:30 p.m. on Friday, March 16, 2018. This assignment is worth up to 50 points.

### **Week Two**

- Submit a short description of a potential client for a Word-of-Mouth (WOM) marketing plan for approval no later than Tuesday, March 20, 2018.
- Read and review chapters 4-6 in "Word of Mouth Marketing" by Andy Sernovitz. After reading the chapters post your responses to the group discussion question in the designated area of the module. All postings must be submitted by 10:30 p.m. Thursday, March 22, 2018. This discussion is worth up to 40 points.
- After reading chapters 4-6 in "Word of Mouth Marketing" by Andy Sernovitz, answer the questions as part of Assignment #2. Your assignment must be submitted on or before 10:30 p.m. on Friday, March 23, 2018. This assignment is worth up to 50 points.

### **Week Three**

- Read and review chapters 7-9 in "Word of Mouth Marketing" by Andy Sernovitz. After reading the chapters post your responses to the group discussion question in the designated area of the module. All postings must be submitted by 10:30 p.m. Thursday, March 29, 2018. This discussion is worth up to 40 points.

- After reading chapters 7-9 in "Word of Mouth Marketing" by Andy Sernovitz, answer the questions as part of Assignment #3. Your assignment must be submitted on or before 10:30 p.m. on Friday, March 30, 2018. This assignment is worth up to 50 points.

### **Week Four**

- This is the last week for our study of Word-of-Mouth marketing. Review the information in the discussion board and be sure you post your remarks as well as your comments to two (2) of your classmates no later than Tuesday, April 3, 2018 by 10:30 p.m. (Mountain Time).
- Assignment #4 is a review of the book "Word of Mouth Marketing" by Andy Sernovitz . Answer the questions listed in the assignment and feel free to add any additional information you feel is important in this book review. Deadline for this assignment is Thursday, April 5, 2018 by 10:30 p.m. (Mountain Time). This assignment is worth up to 50 points.
- Read Chapters 1 and 2 from the book titled "The Native Advertising Advantage" by Mike Smith.
- Your WOM marketing proposal is due on Saturday, April 7, 2018 by 12 Noon. Please read through the required elements in advance and allow yourself enough time to develop this proposal properly. This is a big semester project and is worth up to 250 points.

### **Week Five**

- Read and review chapters 3-5 in "The Native Advertising Advantage" by Mike Smith. After reading the chapters post your responses to the group discussion question in the designated area of the module. All postings must be submitted by 10:30 p.m. (Mountain Time) Tuesday, April 10, 2018. This discussion is worth up to 40 points.
- After reading chapters 3-5 in "Native Advertising Advantage" by Mike Smith answer the questions as part of Assignment #5. Your assignment must be submitted on or before 10:30 p.m. (Mountain Time) on Thursday, April 12, 2018. This assignment is worth up to 50 points.

### **Week Six**

- Read and review chapters 6-8 in "The Native Advertising Advantage" by Mike Smith. After reading the chapters post your responses to the group discussion question in the designated area of the module. All postings must be submitted by 10:30 p.m. (Mountain Time) Tuesday, April 17, 2018. This discussion is worth up to 40 points.
- After reading chapters 6-8 in "The Native Advertising Advantage" by Mike Smith answer the questions as part of Assignment #6. Your assignment must be submitted on or before 10:30 p.m. (Mountain Time) on Thursday, April 19, 2018. This assignment is worth up to 50 points.
- Submit the name of the national brand conducting native advertising that you would like to research for your final semester project. Include a short description of why this particular

brand is interesting to you. Submit your entry no later than Saturday, April 21, 2018 by 12 Noon. You will receive your instructor's approval or a request for additional information by Sunday, April 22, 2018.

## **Week Seven**

- Your final discussion board is intended to review the course as well as all of the course materials. Post your remarks no later than 10:30 p.m. (Mountain Time) Tuesday, April 24, 2018. This discussion is worth up to 40 points. Post early so that you can also respond to at least two (2) of your classmates as a way to extend the conversation.
- Assignment #7 is your second book review on the book used for the Native Advertising subject matter. The assignment is worth up to 50 points, and must be submitted by 10:30 p.m. (Mountain Time) Thursday, April 26, 2018.
- Your Native Advertising Research Paper should be posted in Blackboard on or before 12 Noon (Mountain Time) on Saturday, April 28, 2017. Late submissions WILL NOT be accepted. This research paper is worth up to 150 points.
- Your class officially concludes on Sunday, April 29, 2018.