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| MRKT 180  Social Media Marketing  CRN: 32900 Section 001  MW 12:40 PM – 1:55 PM  CLOUD 103  Email: [mgoodman@ccsf.edu](mailto:mgoodman@ccsf.edu) Class Website: [CCSFmarketing.com](file:///E:\GOODMAN%20CLASSES\2019%20FALL%20SEMESTER%20GOODMAN\SYLLABUS_FALL_2019\MRKT%20180%20TR_1240_155\ccsfmarketing.cpm) | | |
| **Week Ending:** | **Chapter** | **Assignment** |
| January 13, 15 | Introduction  Chapter 1: Introduction to Social Media |  |
| January **20**, 22 | **January 20 – Holiday**  Chapter 1: Introduction to Social Media |  |
| January 27, 29 | Chapter 2: Developing Your Personal Brand |  |
| February 3, 5 | Chapter 3: Building a Social Media Brand | Assignment 1: Personal Brand Assignment |
| February 10, 12 | Chapter 4: Social Media Marketing Strategy | Exam 1: 1, 2, 3 |
| February 17, 19 | **February 17 – Holiday**  Chapter 4: Social Media Marketing Strategy |  |
| February 24, 26 | Chapter 5: Designing Content |  |
| March 2, 4 | Chapter 5: Designing Content  Chapter 6: Facebook | Assignment 2: Building a Business Brand |
| March 9, 11 | Chapter 6: Facebook |  |
| March 16, 18 | Chapter 7: Instagram | Exam 2: 4, 5, 6, 7 |
| March 23, 25 | Chapter 8: Twitter  Chapter 9: Snapchat |  |
| **March 30, April 1** | **Spring Break** |  |
| April 6, 8 | Chapter 10: Pinterest |  |
| April 13, 15 | Chapter 11: YouTube | Exam 3: 8, 9, 10, 11 |
| April 20, 22 | Chapter 12: Blogs | Research Assignment 3:  Developing a Content Strategy |
| April 27, 29 | Chapter 13: Social Media Campaign |  |
| May 4, 6 | Class Presentations | Research Assignment 4: Present your Social Media platforms |
| May 11 –  Last day of class | Class Presentations | Research Assignment 4: Present your Social Media platforms |