

RPW 324 Professional Promotion & Social Media Management, Winter 2019**Deadlines and Responsibilities**

Week	Week Day 1	Reading Due (Start of session 1)	Workshop Due (Fri, 10 pm)	Project Due (Sat, 10 pm)
1	1/14	Kawasaki, Fitzpatrick: "Read this First," Chapter 1 (Complete this assignment by session 2)	None	None
2	1/21	Kawasaki, Fitzpatrick: Chapters 2–5 Williams: Chapter 1	None	None
3	1/28	Kawasaki, Fitzpatrick: Chapters 6–9 Williams: Chapters 2–6	None	None
4	2/4	Kawasaki, Fitzpatrick: Chapters 10–12, "Conclusion" Williams: Chapters 9–12	None	None
5	2/11	Williams: Chapter 8	None	P2. Profile Video Description (Draft)

Note. Reading files may be posted through SVSU Canvas. Check notes/announcements for special instructions.

Note. Check submission guidelines for all Workshops and Project prior to submitting your work.

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6	2/18	TBA	None	None
7	2/25	TBA	W1. TBA	P1. Social Media Strategy Kit (Draft)
8	3/4	Spring Break		
9	3/11	Class does not meet face-to-face during Week 9		
		TBA	W2. TBA	P3. Entrepreneurial Kit (Draft)
10	3/18	TBA	None	P4. Professional Portfolio (Draft)

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11	3/25	None	W3. Peer Review of PP	P2. Profile Video Sample (Draft)
12	4/1	None	None	P1. Social Media Strategy Kit (Final)
13	4/8	None	None	P2. Profile Video (Final)
14	4/15	None	None	P3. Entrepreneurial Kit (Final)
15	4/22	None	W4. Semester Reflection	P4. Professional Portfolio (Final)
16	4/29	The Final Exam session is dedicated to a Project Showcase. All students from both subsections are required to attend. This session serves as Workshop 5. Any projects not submitted previously must be submitted by noon on Wednesday of this week to earn any points. Late penalties are subject to my discretion.		

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