COMBINED GSC/SOCIAL MEDIA/PUBLIC RELATIONS—CAPSTONE MMC 6936

Global Problem Solving
Fall 2018

COURSE INFORMATION
MMC6936: Fall 2018
Credits 03

Meeting Time: Distance Asynchronous and Online Classroom—Select dates during the semester will have live lectures; please watch announcements for these. Individual and/or team consultations will be a part of this program.

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Office Hours By Appointment

DESCRIPTION AND MISSION

The aim of the Combined GSC/Social Media/Public Relations Capstone course is to infuse students with knowledge of a client, have them create a purposeful and actionable campaign, and then enact the steps they have laid out to produce meaningful change in that client's business outcome. Along the way, students will master the elements of a communication media campaign using principles and strategies of public relations, advertising, and branding. The Capstone is one of the final academic opportunities for you, as a student in the UF CJC Masters program, to apply your accumulated knowledge and skills and to further prepare you to excel in a professional setting.

The course is designed from a professional perspective and makes use of extensive real-life situations and examples. Many advances will be happening in real time. You will apply your skills in a team environment to a client that has been assigned to this semester's Capstone class.

Working with a team, and with feedback from your peers and your instructor and the business, you will develop a communication plan, using analysis for the audience, channels, and

projected results. You will further help enact the steps of the plan throughout the semester, and adjust as outcomes come in.

You will build this campaign throughout the semester, completing various assignments, meeting deadlines and refining your plan. Near the end of the semester, you will have a well-researched, insightful and creative plan and implemented content that illustrates how social media will lead to positive outcomes for your client. You will analyze the work done throughout the semester to give final recommendations as an end project.

This is a demanding but exciting and intellectually rewarding opportunity to apply skills and knowledge you have acquired throughout your coursework, during internships, and/or in professional positions. Although the primary course focus is on creating a comprehensive communication campaign, there will be class assignments and discussions to evaluate your knowledge of specific concepts relevant to communication and branding.

This course is conducted in a combination of live classes and asynchronous interaction online. This format mirrors how professional, global communication, social media, branding, and advertising teams increasingly are assembled across geographies and time zones, countries and cultures, working together using digital and online technologies.

The course is centered on you and your learning needs. This course requires graduate-level thinking, analytical skills and maturity. The Capstone is "learning in action." Done well, your campaign will become an important credential to share with current or prospective employers, and an active piece of the client's real-time campaign and work.

Please note: the instructor will respond to e-mail usually within 24 hours, but the goal is to do so much quicker.

Additionally, some of your classwork may be used—with your permission—on the new CJC social media news site. This publication of your work can aid in building your professional profile on social media. See the site at: http://ufsocial.jou.ufl.edu/

OVERALL NOTE ABOUT THE CAPSTONE

We will be dealing with a real world client. As a result we will all have to stay flexible and open to date and potential assignment changes as we work through the semester. This flexibility allows us to provide the client with the best possible experience and outcome.

COURSE OBJECTIVES

Working individually and in collaboration with others, students will complete a graduate-level project that demonstrates their ability to integrate the knowledge and skills acquired from the UF Master of Arts and other coursework.

The Capstone project is designed to enable students to demonstrate skills in research and analysis, strategic thinking, effective writing and oral communication across multiple channels and for multiple audiences worldwide in real time. Students will apply their learning to a client-oriented social media action plan that will be implemented in pieces throughout the semester.

In essence, the client is looking at us as real-time consultants and practitioners, and our outcomes are imperative to them in their practical, day-to-day work lives. This means deadlines will be extremely important.

COURSE EXPECTATIONS The Capstone Project will:

- Effectively apply strategic and creative communication skills to complex challenges and opportunities.
- Demonstrate the use and value of research and analysis in responding to potential or emerging communication problems and opportunities using social media.
- Incorporate ideas into actionable plans that take place throughout the semester, providing multiple solid outcomes.
- Assemble and implement several fully integrated communications plans reflecting strategic thinking, industry best practices, trends and tools for each piece of the task.
- Work effectively virtually, individually and in collaboration with other people, demonstrating professional communication skills, creativity and originality, accountability, balancing leadership with teamwork and cooperative behaviors.
- Exhibit a commitment to personal and professional ethics.

COURSE DESIGN

This course will combine both live sessions and directed work. Live class sessions will be held select dates throughout the semester depending on schedules. (Live classes will be recorded for later viewing in case you cannot attend in person.) As this is a "living" course, live classes may be scheduled that are not on this syllabus, and, depending on class status, scheduled classes may be cancelled. We all will be flexible to make sure this Capstone class is a success!!

Too, there may be live classes scheduled with the semester-long client as necessary. These will be scheduled to fit the client's schedule, so again, we ask flexibility.

Client Interaction

To lessen the time demands on the Capstone client, I will be the interface after our first meeting in the beginning of the semester. To that end, look for a Client Questions thread under

the Discussions tab in Canvas and please post your individual and/or team questions there. I will then send a compilation of those questions to our client for answering.

Online Class Requirements

You will need an Internet connection to access this course, view the lectures, attend online class sessions, and complete your assignments.

You must be able to communicate with the instructor. Most communications can be done via email and the discussion board, but you may be asked to join Dropbox.com or Google Drive (both free online services) to share large files.

Lectures

I will regularly post update videos throughout the semester. Watch the Announcements tab for when they are posted along with a link to them, or they will be in the modules during the week we are doing that module.

Assignments

You will have regular assignments and these will be the basis for your final grade. The main goal of this Capstone Course will be the development of real strategies that will be implemented throughout the semester, while working with a real client. You will be expected to interact with your team on a regular basis, just like a real-world Agency Account person would do.

Ownership Education

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

Required Textbooks
There are no required textbooks for this course. You may find Social Media Marketing by Tracy Tuten and Michael Solomon and Contemporary Advertising by Dr. Weigold of help in your plan development.

COURSE POLICIES
Attendance Policy
This is an online asynchronously delivered course, attendance in the form of calling roll will not occur;

Late Work and Make-up Policy:
You are expected to prepare and submit your assignments on a timely basis, and work on a timely basis with your Team and meet all agreed upon team deadlines.
Due dates are clearly laid out in this syllabus and in the attendant class calendar, but are subject to change as the need arises.

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. Please come to me with any circumstances that do arise and we'll see if we can work around them. With this in mind there will be penalties for late work:

- Less than an hour late   05 points off
- More than an hour late but less than 24 hours late   10 points off
- More than 24 hours late but less than 48 hours late   15 points off
- More than 48 hours late   25 points off
- 49 hours and greater late   not accepted

If you have issues with uploading work for a grade or technical difficulties with Canvas, there are other ways to submit completed work. You can email .zip files or even links to Dropbox folders to Instructor via UF email.

Technical issue policy: Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.
Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process:
https://www.dso.ufl.edu/care/medical-withdrawal-process/ .

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Your academic advisor is Tiffany Robbert, and she may be reached at trobbert@jou.ufl.edu .

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Coursework Submissions
In general, as noted throughout this syllabus, most coursework should be submitted through the Assignments tab in the Canvas classroom.

General Deadlines
This class, like others, involves many deadlines. Please review, print out, and mark off assignments on the Class Calendar which is found on the Home page of Canvas.

Grading
This Capstone course consists of your producing actionable outcomes in various forms for your client. You will be responsible for posting key pieces as we proceed through the semester. Unlike other courses, many of these projects will be agreed upon and the details will be changing in real time.

Your work will be evaluated according to this distribution:

Discussion Posts and Brainstorming: 10%

Team Building and Organization: 5%

Peer Reviews: 10%

Project outline and measurement plan (SOW): 20%

Team Project Steps: 25%

Team Project Final Overview : 30%

Final grades will be determined as follows:

A 93-100%

A- 90-92%

B+ 87-89%

B 83-86%

B- 80-82%

C+ 77-79%

C 73-76%

C- 70-72%

D+ 67-69%

D 60-66%

E 0-59%

Grading policy
General University policies regarding grades can be found at
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

I round when assigning grades. When the grade falls at a .5, I will round up.

COURSE AND ASSIGNMENT DETAILS

In this 16-week course, we need to stay on point and provide the sections of your plan on a timely basis. Hence, you will see weekly deliverables for each section of the plan to ensure we will all meet this timeframe.

Teamwork is key to success in the Capstone. You will be evaluated by your teammates and I will take your peer reviews into account for final grades. Don't be the weak link.

Peer Reviews
After each assignment I will ask each of you to evaluate your teammates on their contributions to the week's work.

All this said, I will be as flexible as I can be in working with you on deliverables and providing outstanding service and planning for your clients. Stay in touch so we can make sure success is there for all of us.

Announcements tab in Canvas shell

I use announcements a lot. Be sure to check the Announcements tab in the Canvas shell regularly for information on class assignments, changes and other class information.

Contact UF Helpdesk http://helpdesk.ufl.edu/ (352) 392-HELP (4357) if you have any trouble with accessing your course.

University Policies

University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

**Netiquette: Communication Courtesy:
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Class Demeanor:
Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Getting Help:
For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- Learning-support@ufl.edu

- (352) 392-HELP - select option 2

- https://lss.at.ufl.edu/help.shtml

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at http://www.distance.ufl.edu/getting-help for: Counseling and Wellness resources

http://www.counseling.ufl.edu/cwc/Default.aspx

352-392-1575

- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support
  Should you have any complaints with your experience in this course please visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

ACADEMIC HONESTY

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct

https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

Combined GSC/Social Media/Public Relations Capstone Summer 2018

Weekly Course Work and Schedule

PLANNING

WEEK 1 Introduction and Background

Wednesday, Aug. 22 – Tuesday, Aug. 28

Here are some materials to help introduce you to the work of the EQUALS partnership.

1. Introductory video: https://www.youtube.com/watch?v=CNCydBAA9hE&list=PLdCp2BJdjaQCjTOJ6QOqbPlQmXCJ338F3&index=3
2. EQUALS overview powerpoint deck (attached in module)
3. Documents describing the work of our Skills, Access, and Leadership coalitions, as well as our Research group (attached in module)
4. And finally, the website: www.equals.org and blog (www.equals.org/news

They want to strengthen messaging, build awareness of partners' expertise and work, and help organizations (current and potential partners) see the value of belonging.

DELIVERABLE: Post an introduction in the appropriate discussion section.

Use the outline below (the questions within) to post a separate discussion post on what you think EQUALS is about and what it means. Show me your understanding of this organization based on your reading. Respond to two classmates' posts. DUE TUESDAY, AUG. 28

https://www.ceros.com/originals/7-questions-to-ask-when-developing-your-brand-strategy/

Discussion Posts and Brainstorming: 10%

WEEK 2 Specific Needs and Teams

Wednesday, Aug. 29 – Tuesday, Sept. 4

Familiarize yourself with the client partners and social media channels EQUALS

1. List of EQUALS partners: https://www.equals.org/partners (more organizations join the research group only, which can be found here: https://www.equals.org/research)

2. Currently active EQUALS comms channels:
    ·   Twitter: @equals
    ·   Facebook: https://www.facebook.com/equals/
    ·   LinkedIn: https://www.linkedin.com/company/equals-digital-gender-equality/
    ·   YouTube: https://www.youtube.com/channel/UCJdCXoX7GCqzrbAi3Etchtw

DELIVERABLE: Discussion Post: Pick an EQUALS partner from the list and analyze which social media channels and which types of messages would work well for those partners. Reply to two of your classmates' analyses. DUE TUESDAY, SEPT. 4

Discussion Posts and Brainstorming: 10%

WEEK 3 Client Meeting and Marketing Background

Wednesday, Sept. 5 – Tuesday, Sept. 11

LECTURE: Meet the client in a live lecture to discuss what we've been researching over the past two weeks and gain insight on their specific needs. Ask questions about particular projects and hone the scope of each segment. DATE AND TIME TBD

READINGS:

http://skograndpr.com/2017/01/27/role-public-relations-marketing-mix/

https://contentmarketinginstitute.com/2014/06/public-relations-successful-content-marketing/

http://www.springboardmarketing.com/understanding-influencing-consumer-behavior/

https://instituteforpr.org/science-influence-social-media-affects-decision-making-healthcare-travel-retail-financial-industries/

Use the above readings and the client meeting for your outline / brainstorming ideas

DELIVERABLE: Write up a detailed outline of the client's needs and how we can help them meet their specific goals by the end of the semester. Use different theories tied to the practicum to push forward your ideas and explain why they would work. Provide a rudimentary idea of how the steps could measure outcomes. Due TUESDAY, SEPT. 11 Peer review due SUNDAY, SEPT. 16

Project outline and measurement plan (SOW): 20%, Peer Reviews: 10%

WEEK 4 Scope of Work

Wednesday, Sept. 12 – Tuesday, Sept. 18

This Scope of Work you will present for client review and gain agreement for the "scope" of the plan you will be presenting and executing for your Capstone Project. While the format for this SOW can be flexible, there are key elements that must be included.

If you are unfamiliar with creating a Scope of Work, here are some good resources:

READINGS:

https://www.nyu.edu/content/dam/nyu/research/documents/Contracts/guidelinesforscopeofwork.pdf

http://templatelab.com/scope-of-work-templates/

DELIVERABLE: SOW project as explained above, DUE TUESDAY, SEPT. 18

Project outline and measurement plan (SOW): 20%

WEEK 5 Audience Background

Wednesday, Sept. 19 – Tuesday, Sept. 25

When working on social media campaigns, the biggest component is the audience you are crafting your messages for. If you don't know your audience, your messages won't hit their mark. Understand who you are talking to and why they want to pay attention. Apply demographics and other audience information to a real-time plan of action.

READINGS:

https://www.spredfast.com/social-media-tips/social-media-demographics-current

https://sproutsocial.com/insights/new-social-media-demographics/

https://sproutsocial.com/insights/topics/social-media-audience/

DELIVERABLE: Use this guide to make up your dream customer profile, which should include all markers on the list, and include which media appeals. Make sure to address the whys and back up your thoughts with citations from the readings above. DUE TUESDAY, SEPT. 25. Peer review due SUNDAY, SEPT. 30

https://revive.social/find-social-media-audience/

Team Building and Organization: 5%, Peer Reviews: 10%

WEEK 6 Social Media Marketing Plan

Wednesday, Sept. 26 – Tuesday, Oct. 2

Understand the steps of a social media marketing plan and put them into action. Use the outline made last week, additional information from the client, and your knowledge of social media, combined with the following readings to make your plan. Use the Hootsuite link to structure your plan.

READINGS:

https://trackmaven.com/blog/integrated-marketing-campaign-impact/

https://blog.hootsuite.com/smart-social-media-goals/

https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/

DELIVERABLE: Social Media Plan as explained above DUE TUESDAY, OCT. 2

Project outline and measurement plan (SOW): 20%

WEEK 7 Client Meeting Presentation

Wednesday, Oct. 3 – Tuesday, Oct. 9

LIVE LECTURE / MEETING TO BE ANNOUNCED

READINGS:

https://www.adweek.com/digital/five-best-practices-for-nonprofit-pr-programs/

https://www.stephenzoeller.com/imcbenefits/

DELIVERABLE: present current coursework to client and discuss steps moving forward. Choose partners and award winners to focus on.

DOING

WEEK 8 CHOOSE SUBJECTS

Wednesday, Oct. 10 – Tuesday, Oct. 16

Decide with your team which subjects you will tackle and why. Delegate research tasks.

DELIVERABLE: Post your decisions on the discussion board. (There should only be two posts, one from each team). DUE TUESDAY, OCT. 16

Team Building and Organization: 5%,

WEEK 9 SUBJECT INTRODUCTIONS

Wednesday, Oct. 17 – Tuesday, Oct. 23

Teams start working on plan steps. Gather content on client partners or award winners for unique, compelling profiles.

TEAM 1: TO BE ANNOUNCED

TEAM 2: TO BE ANNOUNCED

DELIVERABLE: Write up cohesive base profile, outlining achievements and how the partners tie into the client's work based on your research. DUE TUESDAY, OCT. 23

Team Project Steps: 25%

WEEK 9 SUBJECT CONTENT AND BACKGROUND EXPLORATION

Wednesday, Oct. 24 – Tuesday, Oct. 30

Teams start working on plan steps. Contact subjects for interviews and background unavailable through other means

DELIVERABLE: Discussion posts outlining findings, DUE TUESDAY, OCT. 30

Discussion Posts and Brainstorming: 10%

WEEK 10 SOCIAL MEDIA ATTACK PLAN

Wednesday, Oct. 31 – Tuesday, Nov. 6

LIVE LECTURE: TEAM MEETINGS (separate lectures for each team to go over delegation, project issues, questions and comments)

Continue working on plan steps

DELIVERABLE: Each team delivers a power point presentation on their subjects, outlining what media (photos, captions, tweets, insta, videos) would present the best highlight of achievements. DUE TUESDAY, NOV. 6. THE OTHER TEAM PROVIDES PEER REVIEW FOR THIS PRESENTATION DUE SUNDAY, NOV. 11

Team Project Steps: 25%, Peer Reviews: 10%

WEEK 11 START WORK ON FINAL PROJECT SERIES

Wednesday, Nov. 7 – Tuesday, Nov. 13

Continue working on plan steps. Work on implementing power point ideas.

DELIVERABLE: TO BE ANNOUNCED depending on client needs, DUE TUESDAY, NOV. 13

Team Project Steps: 25%

WEEK 12 CONTINUE WORK ON FINAL PROJECT SERIES

Wednesday, Nov. 14 – Tuesday, Nov. 20

Continue working on plan steps

DELIVERABLE: TO BE ANNOUNCED depending on client needs, DUE TUESDAY, NOV. 20

Team Project Steps: 25%

THANKSGIVING BREAK

WEEK 14 CONTINUE WORKING ON PLAN

Monday, Nov. 26 – Friday, Nov. 30

Continue working on plan steps

DELIVERABLE: TO BE ANNOUNCED, DUE FRIDAY, NOV. 30

Team Project Steps: 25%

WEEK 15 PLAN DUE

Monday, Dec. 3 – Friday, Dec. 7

Continue working on plan steps

DELIVERABLE: Final social media outcome due. These differ depending on your team and its subjects., DUE SUNDAY, DEC. 9

Team Project Final Overview : 30%

WEEK 16

Monday, Dec. 10 – Friday, Dec. 14

LIVE MEETING WITH THE CLIENT TO PRESENT FINAL SOCIAL MEDIA OUTCOMES, DATE AND TIME TO BE ANNOUNCED

DELIVERABLE: Live presentation

Team Project Final Overview : 30%