

Course ID:	Course Title:	Winter 2018	
BUS 383	Marketing Communications	Prerequisite:	BUS280
		Credits:	3

Class Information		Instructor Information		Important Dates	
Days:	Wed & Fri	Instructor:	Dr. Tim Vanderpyl, DSL, CPHR	First day of classes:	Fri, Jan 5, 2018
Time:	1.00pm – 2.15pm	Email:	Tim.Vanderpyl@ambrose.edu	Last day to add/drop, or change to audit:	Sun, Jan 14, 2018
Room:	A2141	Phone:	403.462.9364 (call or text)	Last day to request revised exam:	Mon, Mar 5, 2018
Lab/ Tutorial:	N/A	Office:	L2052	Last day to withdraw from course:	Fri, Mar 16, 2018
Office Hours:	N/A	Office Hours:	By appointment only	Last day to apply for coursework extension:	Mon, Mar 26, 2018
Final Exam:	Not Applicable			Last day of classes:	Wed, Apr 11, 2018

Course Description

An exploration of theories, concepts, and applications of integrated marketing communications which consist of advertising, sales promotion, public relations, personal selling, direct marketing, and digital (interactive) marketing. The course also addresses how marketing communications reach and serve customers, and how they help to shape consumer behaviour.

Expected Learning Outcomes

By the end of the course, students will be able to:

- (1) Understand and be able to effectively utilize major marketing and social media platforms to market organizations
- (2) Grasp the stature and importance of marketing communications as they are practiced against a backdrop of ever-changing social, economic, and competitive developments in local, regional, national and global markets
- (3) Act as an effective and professional Marketing Consultant and be able to deliver professional reports (written and verbal) to clients requiring marketing assistance
- (4) Consciously understand their own personal use of social media and the long-term implications of what they share (and do not share) on social media

Instructor Comments

Marketing communications evolves quickly. This course will study marketing communications in general but will slant heavily towards the effective utilization of social media for marketing in 2018. The two textbooks will be utilized to generate a baseline of marketing principles for you to generate your plans from. The assignments will help bring the content to life through reflections, research and consulting projects. You are expected to show a high level of commitment to the course by carefully reading the assigned material **before** coming to class each day. This will enable you to contribute constructively to class discussions and maximize the experience for all class participants.

There are no exams in this class. In lieu of the time you would typically spend studying for and writing exams, I will expect immense effort to dive deep into your assignments. I will grade the results of that effort accordingly.

I strongly encourage you to create accounts on the social media platforms for this course, so you can practice using them and interact with the assigned organization for Assignments #3 and #4. **At minimum, you will need an active personal Twitter account for the duration of the semester.** You are welcome to delete any/all of these accounts after the semester is over.

Please bring your laptop/tablet/smartphone to every class, as we will discuss pertinent topics during that class that will require you to be live and online. We may also practice posting course materials on various social media sites during class.

Textbooks

Stratten, S. & Kramer, A. (2017). *UnMarketing: Everything has changed and nothing is different* (Second Edition). Hoboken, NJ: John Wiley & Sons. ISBN: 978-1-119-33500-9 (Note: Second edition is required)

Coles, L. (2018). *Social Media for Business: Foolproof tips to help you promote your business or your brand*. Melbourne, Australia: John Wiley & Sons Australia. ISBN: 9780750345770

Note that both textbooks are required for this course. You can purchase Kindle versions via Amazon or paper copies via Amazon or the Ambrose bookstore.

Course Schedule

Note: The dates and order of topics outlined in this schedule may be subject to change at the instructor's discretion throughout the term. Any changes will be communicated in advance.

Date	Class Topic/Chapter Title	Homework / Readings
Jan 5	Course overview & introduction	N/A
Jan 10	Intro to Marketing Communications Assignment 3/4: Project Groups to be determined and companies assigned	Pick organization for consulting project Coles Intro & Ch. 1
Jan 12	Effective consulting & business writing	N/A
Jan 17	Current landscape of social media in Canada	Stratten Ch. 1-19
Jan 19	Major Platform Day: Twitter	Coles Ch. 4 Stratten Ch. 20-30

Jan 24	Major Platform Day: Facebook	Coles Ch. 2 Stratten Ch. 31-40
Jan 26	Major Platform Day: Instagram Assignment #1 (Personal Reflection) due at class start time	Coles Ch. 6
Jan 31	Guest speaker: Shawn Alain (Viral in Nature)	N/A
Feb 2	Guest speaker: Stephen King (CMO4HIRE)	N/A
Feb 7	Major Platform Day: LinkedIn Assignment #3, Component #1 (Initial Meeting) must be complete by this date. Extensions must be approved by Instructor	Coles Ch. 3 Stratten Ch. 41-50
Feb 9	Major Platform Day: Pinterest	Coles Ch. 7 Stratten Ch. 51-61
Feb 14	Major Platform Day: YouTube Assignment #2 (Superbowl Commercial Analysis) due at class start time	Coles Ch. 5
Feb 16	Class topic tbd (left blank to allow for guest speakers and schedule adjustments)	See Moodle
Feb 21/23	No Class: Spring Break	
Feb 28	Major Platform Day: Tumblr & Snapchat	Coles Ch. 8
Mar 2	Email marketing	Coles Ch. 10
Mar 7	Online etiquette and dealing with negativity (Part One) Assignment #3 (Competitor Analysis) must be complete. Extensions must be approved by Instructor	Coles Ch. 9 Review Stratten Ch. 25
Mar 9	Online Etiquette and dealing with negativity (Part Two)	Coles Ch. 9
Mar 14	Website communications	Coles Ch. 13
Mar 16	Growth hacking	See Moodle
Mar 21	Other forms of marketing communications (Part One)	See Moodle
Mar 23	Other forms of marketing communications (Part Two)	See Moodle

Mar 28	Class topic tbd (left blank to allow for guest speakers and schedule adjustments)	See Moodle
Mar 30	No Class: GOOD FRIDAY	N/A
Apr 4	No Class: Ambrose Research Conference	N/A
Apr 6	Assignment #4 must be completed by this date. No extensions are allowed. Assignment #4 - Presentations to class	N/A
Apr 11	Assignment #4 - Presentations to class (if required)	N/A
Apr 13	No Class Assignment #5 (Course Reflection) due at 12.00pm	N/A

Requirements

Course grading and evaluation will be conducted according to the following:

Class Participation/Attendance	10.0%
Discussion Board Postings & Mini Assignments	10.0%
Assignment #1 – Personal Reflection	7.5%
Assignment #2 – SuperBowl Commercial Analysis	10.0%
Assignment #3 – Group Project Part One (Competitor Review)	20.0%
Assignment #4 – Group Project Part Two (Marketing Plan)	35.0%
Assignment #5 – Final Course Reflection	7.5%

Note that there are no exams in this course.

Note: To pass the course, students must achieve an overall grade of at least 50% and receive a passing grade on the average of all individual assignments.

Grade Summary

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
0% to 49%	F	Failure

Because of the nature of the Alpha 4.00 system, there can be no uniform University-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on the student registration system. Printed grade sheets are not mailed out.

Assignments are due by the day/time specified. Any late assignments will be docked 10% and an additional 10% for each subsequent day the assignment is late. Any exceptions to this rule remain my sole discretion.

Attendance & Class Participation (10%)

I like and expect participation in the classroom. Please come to class prepared to engage in conversations with myself and the other students about relevant topics. The textbooks will be extremely valuable to our learning this semester, but I am also interested in everyone learning “how” to apply the textbooks to your real-world work, now and in the future. The expectation is that students will learn from me, from the course materials, and from each other.

As such, every student is expected to attend all classes and participate actively in class discussions. In general, to “participate” means to contribute, in class, to the collective conversation. This requires that all of the readings be completed in advance of all of the classes. If you do not complete these readings, it will be obvious in the class discussions. I may note that class as an absence. I will also use the Participation component of your grade to assess your individual contribution to the group assignments.

This course will also require you to act as a marketing consultant to a real world organization. As such, you will be required to act professional in every interaction with these leaders. I reserve the right to contact the leaders to review your interactions with them. Any issues in this area will affect your overall participation grade. If you show up late or miss a meeting with the Client, it will count as an absence and will substantially affect your overall participation grade as well as the grade for that component of the assignment.

For the classes with guest speakers, I will expect all students to come prepared with questions about topics pertaining to the guest speaker’s expertise. You will be provided with information about the guest speakers (i.e. LinkedIn profiles) ahead of the class they speak in.

Absences on presentation days will count as two absences.

If external circumstances (i.e. athletics games) or illness prevent you from attending or adequately preparing for a class, please let me know **ahead of time** so that this can be taken into account, as repeated absences from class will negatively impact your individual participation grade. It remains my sole discretion to determine whether any absence(s) will affect the Attendance and Participation components of the final grade.

Grading Rubric – Class Participation/Attendance

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0–59%)
Attendance (40%) (Excludes certain excused absences such as Ambrose out-of-town games)	Attends all classes or misses one class (100%). Misses two classes (90%).	Misses three classes (80%).	Misses four classes (70%). Misses five classes (60%)	Misses six or more classes (0%)
Group Discussions. Professionalism and Contribution Quality (60%) Quality (depending upon context) is exemplified, but not limited to, the following: pursues thoughtful and rigorous lines of discussion, addresses relevant issues, builds on others' ideas, synthesizes across readings and discussions, challenges assumptions and perspectives, expands the group’s perspective.	Contributes great effort to group discussions; shares thoughts and ideas; is always prepared to respond to impromptu in-class questions. Input is always of high quality.	Contributes good effort to group discussions; mostly shares thoughts and ideas; is mostly prepared to respond to impromptu in-class questions. Input is mostly of high quality.	Contributes occasionally to group discussions; occasionally shares thoughts and ideas; is sometimes prepared to respond to impromptu in-class questions. Input is occasionally of high quality.	Seldom contributes to group discussions; seems disinterested; is not prepared to respond to impromptu in-class questions. Input is seldom or not of high quality.

Discussion Board Postings & Mini Assignments (10%)

Throughout the semester, you will be required to post responses to various questions I will post in the Moodle discussion forum and/or complete mini tasks related to social media. This component will comprise 10 mini-assignments, each worth 1% of your final grade, and will fall under one or more of the following themes:

1. **One Fact, One Tip** – For the applicable platform, share one fact and one tip about that platform. The tip and fact must be recent (no older than 2017) and relevant. Cite appropriately.
2. **Current Events** – What can a Marketing Consultant learn from the current event that just happened or latest viral topic?
3. **Article/Textbook Reflection** – What is your personal response/reflection on a designated section of the textbook and/or article selected by the Instructor?
4. **Guest Speaker Reflection** - What is your personal response/reflection to the guest speaker who presented in class?

Each question will be posted in Moodle with specific requirements (length, references, required number of interactions with other students etc.) noted for each response. Please follow those requirements explicitly. Each posting/response will be graded as per the rubric below, and will be assigned one of four grades.

Note that you may choose / not choose to participate in any of these posts/responses. I will not follow up with you if you choose not to participate, and will simply assign a 0% grade to that component. Late posts/responses will not be accepted for any reason. Also note that I will grade each post individually as per the rubric below but will not send you those individual grades until the end of the semester. You are welcome to discuss your individual progress with me at any time during the semester.

Rubric Criteria (weight)	Excelling (100%)	Accomplished (75%)	Developing (50%)	Not Complete (0%)
Critical Thinking & Mechanics	Goes above and beyond in completing the assignment. Student is critical but professional in answering the posted question. The response is perfect mechanically. Any mechanical errors, no matter how small, will mean that this grade (100%) is not attainable.	Student identifies the most obvious issues. Student is somewhat critical and professional in completing the assignment. There are minor mechanical errors in the response.	Student only made a half-hearted attempt to complete the assignment. It felt thrown together and showed little insight or effort. There are substantial mechanical errors in the response.	Assignment is not complete by the designated deadline.

Assignment #1 – Reflection (10%)

Social media usage is still a relatively new phenomenon, and one that changes often. With that constant and rapid change, comes pressure to jump onto the latest platform because that is where everyone else happens to be. We often start using new technologies without thinking through the personal implications and “why” we are using these technologies.

For this assignment, you will review your personal use of social media in 2017, and reflect on your usage and the persona you painted of yourself online. Please ensure your reflection covers the following topics:

1. **Usage:** What social media platforms did you utilize/not utilize? Why did you utilize/not utilize these platforms?
2. **Advertisements:** What types of advertisements / promoted posts do you see when you utilize social media platforms? Why do you think advertisers / platforms are targeting you with these specific ads?
3. **Themes:** Look back at what you have posed on various social media platforms. What themes/life events have you posted (or not posted) about? What triggers you to post something on the various platforms you utilize?
4. **Regrets:** Is there anything you regret posting online in 2017?
5. **Overall Portrayal:** Based solely on what you have posted online in 2017, what type of person do you come across as online?
6. **Future Employers:** If/when a prospective employer reviews your social media usage, what will that employer think of you?

Your deliverable will be an 800-word (minimum) to 1000-word (maximum) essay that reflects on all of the questions above. Note that you can answer the questions in whatever order you choose (headings are not required) but you must cover all of the topics noted above.

Note that I will not review your personal social media sites as part of my grading for this assignment, unless you link to a specific post in your reflection.

Spelling and grammar count. Please proofread your reflection. You are not required to cite any references, nor is there a designated citation format for this essay. If you do choose to cite a reference or specific post, please cite appropriately in a consistent manner (APA, MLA, footnotes with links etc.).

Once completed, submit the reflection via Moodle in .doc or .docx format.

Grading Rubric – Assignment #1 (10%)

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0–59%)
Critical Thinking (60%)	Goes above and beyond in the reflection. Student is thorough and insightful in reflecting on his/her social media usage. Essay provides depth on the topic.	Student identifies the most obvious issues. Student is somewhat thorough and insightful in reflecting on his/her social media usage.	Student is not thorough or insightful but does address the content required by the assignment.	Student does not address any issues beyond obvious ones. There is little to no depth in the reflection.

<p>Mechanics (40%)</p>	<p>Reflection demonstrates mastery over the basics in sentence completeness, structure, variety, word choice, punctuation, and writing style.</p> <p>To get 100%: Reflection is perfect mechanically.</p>	<p>Reflection displays good control over mechanics, although some areas may still need sentence-level revision. Minor errors do not detract from readability and usability of the work.</p>	<p>Reflection shows that mechanics are an area of concern. Reflection contains a moderate number of grammatical, punctuation, spelling, formatting and writing style errors.</p>	<p>Reflection lacks basic control over mechanics and contains excessive proof-reading errors.</p>
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Assignment #2 – Superbowl Commercial Analysis (10%)

The Superbowl is played every February to decide the NFL's champion. Over the last two decades, the Superbowl has evolved into one of the hottest advertising venues in the world. In 2017, it was estimated that companies spent nearly \$5Million (USD) for one 30 second commercial in the Superbowl (rates vary depending on the specific timeslot during the game). The rates might be higher for the 2018 Superbowl (played on February 4, 2018).

For this assignment, you will pick one 2018 Superbowl commercial and analyse it. Note that you do not necessarily need to watch the entire Superbowl itself for this assignment. Numerous websites (including YouTube) showcase the commercials before, during and after the Superbowl.

Your assignment must include the following elements:

1. **Description:** Briefly describe the commercial (company, product, plot etc.)
2. **Target Audience:** Who is the commercial targeting?
3. **Message:** What message is the commercial trying to get across? Why do you think the organization chose the Superbowl to share its message?
4. **Reach:** Where/when was the commercial showcased, beyond the 30 second slot during the Superbowl itself? Did the organization effectively utilize social media to expand the commercial's reach? If so, how did the organization do so? If not, what could they have done?
5. **Return on Investment (ROI):** Do you think this commercial was worth the ~\$5Million the organization spent to air it?
6. **Effectiveness:** How effective do you think the commercial was (or will be) in achieving its purpose?

Your deliverable will be an 1000 word (minimum) to 1200 word (maximum) analysis that covers all of the questions above. Note that you must cover all of the topics noted above (Hint: use the headings noted above to stay on track). Please ensure you provide me with enough detail so that I can find the commercial afterwards (include the link to the websites showcasing the commercial if possible).

The analysis should be formatted as a *Vanderpyl Consulting Memo*, addressed to me. The exact requirements of this format will be discussed in class. You will be expected to follow those guidelines explicitly.

Spelling and grammar count. Please proofread your analysis. You are expected to integrate course material in your analysis. When you do reference a resource, please cite appropriately in a consistent manner using footnotes. If you do cite metrics (i.e. Youtube views, Retweets, Facebook likes etc.), please include a link to that citation and the day/time you accessed those metrics in the footnote.

Once completed, submit the reflection via Moodle in .doc or .docx format.

Grading Rubric – Assignment #2 (10%)

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0–59%)
Critical Thinking (60%)	Goes above and beyond in the analysis. Student is thorough and insightful. Analysis provides depth on the topic.	Student identifies the most obvious issues. Student is somewhat thorough and insightful in analyzing the commercial.	Student is not thorough or insightful but does address the content required by the assignment.	Student does not address any issues beyond obvious ones. There is little to no depth in the analysis.

<p>Mechanics (40%)</p>	<p>Analysis demonstrates mastery over the basics in sentence completeness, structure, variety, word choice, punctuation, and writing style.</p> <p>To get 100%: Analysis is perfect mechanically. It is ready as is to submit to a Director/CEO.</p>	<p>Analysis displays good control over mechanics, although some areas may still need sentence-level revision. Minor errors do not detract from readability and usability of the work.</p>	<p>Analysis shows that mechanics are an area of concern. Reflection contains a moderate number of grammatical, punctuation, spelling, formatting and writing style errors.</p>	<p>Analysis lacks basic control over mechanics and contains excessive proof-reading errors.</p>
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Assignment #3 – Company Competitor Review – Group Project (20%)

For this Assignment, you will act as real-life consultants and will deliver two projects to the owner/representatives of a designated organization (the “Client”). You will be assigned to this organization in the first week of class and will act as external and objective resources for the Client to help them learn about social media and focus their social media practices going forward.

Assignment #3 is the first of these two projects. Assignment #4 is the second. These two Assignments are based on three premises:

1. Organizations likely waste time and money by blindly posting on social media without a strategy for doing so;
2. Organizations rarely have time or resources to fully review what their competitors are doing on their websites and via social media usage. The students’ insights will be invaluable for the client to develop a plan to utilize social media moving forward;
3. As Michael Porter stated, “The essence of strategy is figuring out what not to do.” Organizations can benefit by focusing their social media effort, rather than trying to do everything. This is better than taking a “shotgun” approach to posting anywhere and everywhere and hoping for the best.

Assignment #3 has three specific deliverables:

1. An initial meeting with the Client where you will gather information on the organization (to be completed by February 7th at the latest; extensions must be pre-approved by the Instructor);
2. A report to the Client that provides them with a comparative analysis of the client’s website and social media usage, in comparison to three “competitors” of the Client;
3. A presentation of the aforementioned report to the Client. This meeting should be held by the first week of March. Note that this meeting will conclude Assignment #3 but will also commence Assignment #4. Please plan accordingly for both components in this meeting.

To achieve an ‘A’ on this assignment, the key question you should ask yourself is this: If the organization was paying your group \$5,000 for your expertise/services, would the Client feel they received \$5,000 or more in value for you?

I will give some flexibility of dates, as we will be working with the client’s schedule. Wherever possible, meetings will be held at the Client’s workplace. If that is not possible, you will need to book a boardroom or classroom at Ambrose for the meeting, and coordinate that accordingly (all bookings will remain your responsibility). You will be expected to keep me apprised of your progress throughout the semester. Additional details regarding the expectations of this assignment and the individual components will be posted in Moodle and/or discussed in class.

Grading Rubric – Assignment #3

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0%)
Initial Meeting (10%)	Students are fully prepared with intelligent and professional questions for the Client. Students engage with the client and set out clear expectations for the project and the semester.	Students are partially prepared with intelligent and professional questions for the Client. Students somewhat engage with the client and set out some expectations with the client.	Students are somewhat prepared with intelligent and professional questions for the Client. Students fail to set out clear expectations for the semester.	Students are not prepared for the Client meeting. In the real world, Client would likely have fired the consulting group after this meeting

Written Report: Critical Thinking (40%)	Report is comprehensive, thorough, and professional. Report thoughtfully analyzes and evaluates major alternative points of view.	Report is somewhat comprehensive, somewhat thorough, and somewhat professional. Report offers analyses and evaluations of obvious alternative points of view.	Report provides information but is not comprehensive, thorough, or professional. Report offers limited analyses and evaluations of alternative points of view.	Report is not complete. Client would likely reject the report and demand the consulting group redo it.
Written Report: Mechanics (20%)	Report demonstrates mastery over the basics in sentence completeness, structure, variety, word choice, punctuation, and writing style. Formatting of the report is professional and ready to present to a Director/CEO. To get 100%: Report is perfect mechanically	Report displays good control over mechanics, although some areas may still need sentence-level revision. Minor errors do not detract from readability and usability of the work. With minor edits, report is ready to present to a Director/CEO.	Report shows that mechanics are an area of concern. Report contains a moderate number of grammatical, punctuation, spelling, formatting and writing style errors. Would require significant editing before presenting to a Director/CEO.	Report lacks basic control over mechanics and contains excessive proof-reading errors. Report requires a complete re-write because of the major errors contained within it.
Presentation to Client (20%)	Presentation is professional, intelligent and thoughtful. Slide deck is perfect. Client would gladly pay \$5,000 for the work done by the students.	Presentation is good but not perfect. It was somewhat professional, intelligent and thoughtful. Slide deck has a small number of errors in it. Client would possibly pay \$5,000 for the work done by the students but may request some edits.	Presentation was tolerable but not good. It was barely professional, intelligent and thoughtful. Slide deck has a large number of errors in it. Client would probably not pay \$5,000 for the work done by the students.	Presentation was not professional, intelligent or thoughtful. It wasted the client's time. Client would ask for his/her money back.
Overall Professionalism in all components (10%)	Students were professional in all interactions with the client.	Students were mostly professional in their interactions with the client	Students were somewhat professional in their interactions with the Clients but did waste the Client's time at a few points in the assignment	Students were unprofessional and wasted the client's time at various points in the assignment

Assignment #4 – Company Website & Social Media Plan – Group Project (35%)

Assignment #4 is a continuation of Assignment #3. You will remain in the same group and with the same Client. Utilizing everything you learned so far in this course, and using your research from Assignment #3, you will present a plan for the organization to utilize going forward with its social media and website.

This assignment will have four components:

1. An initial meeting with the client. This is the same meeting where you will present your findings from Assignment #3;
2. A Consulting memo to the Client that presents a social media plan for the Client moving forward;
3. A formal presentation to the Client of the plan;
4. A “lessons learned” presentation to the class at the end of the semester.

The key question you should ask yourself throughout this assignment in this: If the organization was paying your group \$5,000 for your expertise/services, would they feel they received \$5,000 or more in value for you? That is how you can achieve an ‘A’ on this assignment.

I will give some flexibility of dates, as we will be working with the client’s schedule. Wherever possible, meetings will be held at the Client’s workplace. You will be expected to keep me apprised of your progress throughout the semester. Additional details regarding the expectations of this assignment and the individual components will be posted in Moodle and/or discussed in class.

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0%)
Written Report: Critical Thinking (40%)	Report is comprehensive, thorough, and professional. Thoughtfully analyzes and evaluates major alternative points of view.	Report is somewhat comprehensive, somewhat thorough, and somewhat professional. Offers analyses and evaluations of obvious alternative points of view.	Report provides information but is not comprehensive, thorough, or professional. Offers limited analyses and evaluations of alternative points of view.	Report is not complete. Client would likely reject the report and demand the consulting group redo it.
Written Report: Mechanics (20%)	Report demonstrates mastery over the basics in sentence completeness, structure, variety, word choice, punctuation, and writing style. Formatting of the report is professional and ready to present to a Director/CEO. To get 100%: Report is perfect mechanically	Report displays good control over mechanics, although some areas may still need sentence-level revision. Minor errors do not detract from readability and usability of the work. With minor edits, report is ready to present to a Director/CEO.	Report shows that mechanics are an area of concern. Report contains a moderate number of grammatical, punctuation, spelling, formatting and writing style errors. Would require significant editing before presenting to a Director/CEO.	Report lacks basic control over mechanics and contains excessive proof-reading errors. Report requires a complete re-write because of the major errors contained within it.
Presentation to Client (30%)	Presentation is professional, intelligent and thoughtful. Slide deck is perfect. Client	Presentation is good but not perfect. It was somewhat professional, intelligent and	Presentation was tolerable but not good. It was barely professional, intelligent and	Presentation was not professional, intelligent or thoughtful. It wasted

	would gladly pay \$5,000 for the work done by the students.	thoughtful. Slide deck has a small number of errors in it. Client would possibly pay \$5,000 for the work done by the students but may request some edits.	thoughtful. Slide deck has a large number of errors in it. Client would probably not pay \$5,000 for the work done by the students.	the client's time. Client would ask for his/her money back.
Class Presentation (10%)	<p>Presentation is professional, intelligent and thoughtful.</p> <p>To get 100%: Slide deck is perfect and presentation is flawless.</p>	<p>Presentation is good but not perfect. It was somewhat professional, intelligent and thoughtful. Slide deck has a small number of errors in it.</p>	<p>Presentation was tolerable but not good. It was barely professional, intelligent and thoughtful. Slide deck has a large number of errors in it.</p>	<p>Presentation was not professional, intelligent or thoughtful. It wasted the audience's time.</p>

Assignment #5 – Reflection (7.5%)

By now, you have taken a journey through communications and social media. In lieu of a final exam, the final assignment in this course requires you to reflect on the semester and everything you have learned. Specifically, you should cover the following elements in your reflection:

1. What did you learn about your own use of social media in this class?
2. What did you learn about social media / marketing communications through working with your Client?
3. In 6 months, what do you think you will still remember from this class?

Your deliverable will be an 800 word (minimum) to 1000 word (maximum) essay that reflects on all of the questions above. Note that you can answer the questions in whatever order you choose (headings are not required) but you must cover all of the topics.

Spelling and grammar count. Please proofread your reflection. You are not required to cite any references. If you do choose to cite a reference, please cite appropriately in a consistent manner (APA, MLA, footnotes etc.). Once completed, submit the reflection via Moodle in .doc or .docx format.

In addition to the above, outline your primary takeaway(s) from the semester in 280 Characters or less. Tweet it to me at @timvanderpyl (broken up into two Tweets if necessary). This Tweet must be sent before the assignment due date.

Grading Rubric – Assignment #5 (7.5%)

Rubric Criteria (weight)	Excelling (85%–100%)	Accomplished (72%–84%)	Developing (60%–71%)	Beginning (0–59%)
Completeness and Organization (10%)	All elements of the assignment are included and completed as per the assignment guidelines. Tweet complete with no spelling / grammar errors	All elements of the assignment are included. Some of the elements are disorganized or missing components. Tweet complete but has spelling / grammar errors	Elements are somewhat unorganized and are missing components. Tweet not complete	Assignment is not complete and/or major elements are missing. Tweet not complete
Critical Thinking (60%)	Goes above and beyond in the reflection. Student is thorough and insightful in reflecting on the semester.	Student identifies the most obvious issues. Student is somewhat thorough and insightful in reflecting on the semester.	Student is not thorough or insightful but does address the content required by the assignment.	Student does not address any issues beyond obvious ones. There is little to no depth in the reflection.
Mechanics (30%)	Reflection demonstrates mastery over the basics in sentence completeness, structure, variety, word choice, punctuation, and writing style. To get 100%: Reflection is perfect mechanically.	Reflection displays good control over mechanics, although some areas may still need sentence-level revision. Minor errors do not detract from readability and usability of the work.	Reflection shows that mechanics are an area of concern. Reflection contains a moderate number of grammatical, punctuation, spelling, formatting and writing style errors.	Reflection lacks basic control over mechanics and contains excessive proof-reading errors.

Ambrose University Academic Policies:

Communication

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, they will need to forward all messages from the Ambrose account to another personal account.

Registration

During the **Registration Revision Period** students may enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty or record. Courses should be added or dropped on the student portal by the deadline date; please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a "Request to Withdraw from a Course" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Exam Scheduling

Students, who find a conflict in their exam schedule must submit a Revised Examination Request form to the Registrar's Office by the deadline date; please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) the student has three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devices in class. The professor has the right to disallow the student to use a

laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a course Extension from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the deadline date; please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Registrar's Office in writing and providing the basis for appeal within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal. If the appeal is sustained, the fee will be refunded.

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Note: Students are strongly advised to retain this syllabus for their records.