

Please submit the typed original with all required signatures to the Graduate Council
Course syllabus must be attached and completed according to Fitchburg State guidelines

Form functionality most compatible using Adobe Acrobat 9 and newer.

Course Title: _____

Banner Abbreviation:

Banner limit of 30 characters, including punctuation, spaces, and special characters.

Faculty member(s) who
are creating the course:

Contact Person: _____

Graduate Program Proposing Change: _____

Course Description:

Rationale for Offering the Course:

Is there a similar undergraduate course? Yes No If so, how does this graduate course differ?

Discipline Prefix: _____ If more than one provide rationale:

Credits: _____
Level: 7000 8000 9000 Brief rationale for level choice:

Additional Requirements: Laboratory Hours: _____ Pre-Practicum Hours: _____ Practicum Hours: _____
Fieldwork Hours: _____ Other (specify): _____

Prerequisite course(s) if any: _____

This course will be: a Required Course an Elective Special/Note: _____

Course is a replacement for (Course Number/Name): _____

Has the course been offered previously as a "Topics" course? Yes No
If yes, How often? _____

What is the Expected Average Enrollment?: _____

Which semester will this course first be offered?: _____ How often thereafter to be offered?: _____

Does this course affect offerings in any other department or program? Yes No If yes, please explain.

Is this an Extended Campus course? Yes No

**GRADUATE COUNCIL
NEW COURSE PROPOSAL**

Course syllabus must be attached and completed according to Fitchburg State guidelines.

Course Syllabus is Attached

Reviewed by Dean: _____

Required Signatures—Graduate and Continuing Education New Course Approval

Course Developer: _____ Date: _____

Department Chair: _____ Date: _____

Graduate Council Chair: _____ Date: _____
(Indicates Graduate Council approval)

President: _____ Date: _____



FITCHBURG STATE UNIVERSITY

Fitchburg State University is committed to excellence in teaching and learning and blends liberal arts and sciences and professional programs within a small college environment. Our comprehensive public university prepares students to lead, serve, and succeed by fostering lifelong learning and civic and global responsibility. A Fitchburg State education extends beyond our classrooms to include residential, professional, and co-curricular opportunities. As a community resource, we provide leadership and support for the economic, environmental, social, and cultural needs of North Central Massachusetts and the Commonwealth.

Teacher Education Comprehensive Syllabus *Draft – 9/21/20*

Spring 2021 8XXX Marketing and Recruiting for Education Programs

Dates: Monday X/Y/21 – Friday X/Y/21
Location: Online through Blackboard, FSU's course content platform. Zoom will be used for pre-scheduled sessions.
Credit Hours: 3
Instructor: Deb Rapacz
Office Hours: You can call or email any time. I am happy to schedule an online meeting or call that is mutually convenient. Call or email for an appointment. Please allow 24 hours for a response.
FSU E-mail: drapacz@fitchburgstate.edu
Mobile Phone: 708-829-6031

Course Description: This course provides an overview of a strategic marketing and recruiting framework to help you plan and organize your own approach to finding right-fit candidates for your education or training program. It examines consumer behavior and decision-making concepts that underlie effective planning for combining digital advertising, social media, virtual events, and marketing content for websites and materials into comprehensive strategies and persuasive messages. It also examines the use of a Customer Relations Management (CRM) system to facilitate personal communication to effectively move prospects through your recruiting cycle so they ultimately become successful participants in your program. We will cover the basics of designing and managing effective online marketing campaigns designed to influence audiences and build brand equity. Basic concepts in data analytics will be covered so that you will know how to track campaign effectiveness and make improvements to future marketing and recruiting efforts.

Learning Outcomes and Objectives:

- To provide students with an overview of strategic marketing communications and recruiting.
- To help students think critically about making marketing communications decisions.
- To impart skills that will help students plan and implement marketing that builds brands and creates solid customer/prospect/student relationships.
- To introduce students to a variety of digital marketing tools, including: digital display advertising, social media advertising, email marketing, native content, virtual events, website content, search engine optimization (SEO), keywords, etc.
- To provide models that can be used in the development of marketing communications messages.
- To provide models that can be used in the development of strategic marketing and recruiting plans.

- To provide an overview of Customer Relations Management systems.
- To provide basic information about how online actions can be tracked so the effect of digital marketing efforts can be evaluated.
- To share practical experiences and an opportunity to apply marketing and recruiting concepts to develop a campaign for a program of the student's choice.

Required Materials and Resources:

Textbooks:

Dodson, Ian. *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*.

You can purchase this book from Amazon, here: https://www.amazon.com/Art-Digital-Marketing-Definitive-Measurable/dp/1119265703/ref=sr_1_3?dchild=1&keywords=the+art+of+digital+marketing&qid=1599839799&sr=8-3

On Digital Marketing (free digital book) <https://ondigitalmarketing.com/learn/odm/>

Other online Resources:

Hubspot Academy – free online courses <https://academy.hubspot.com/>

Moz – free online seo tools <https://moz.com/free-seo-tools>; <https://moz.com/beginners-guide-to-seo>

SEMRush Academy <https://www.semrush.com/academy/courses/keyword-research-course-with-greg-gifford>

Ted.com and YouTube.com access

Zoom Account

Google Account

Other Necessary resources: Calculator, MS Word, MS PowerPoint, Internet access, Blackboard login and password with active email. Zoom access. Note that all assignments will be turned in through Blackboard. You must complete a presentation with voiceover for your one of your projects, which you can easily record through a free Zoom account.

Description or Listing of Instructional Methodologies: Text reading. Online video. Online course. Online tools. Class discussions through Blackboard Discussion Boards. Active analysis of in-market program. Development of an integrated marketing and recruiting plan. Guest communication from industry experts, via Zoom (as available).

Instructional Uses of Technology

The content, delivery and assessment of this course is augmented by the use of the following academic technologies:

- Blackboard Learning Management System
- Productivity Tools (e.g., word processing, spreadsheet applications, presentation software, etc.)
- Online tools: Youtube videos, Tedtalk videos, Zoom meetings, online courses, open-source textbooks, online articles and websites.
- Blackboard online testing tools
- Blackboard grading tools
- Blackboard Assignment tools

Fitchburg State University Library Online Services: The Fitchburg State University Library online services may be accessed through the Fitchburg State University Homepage at www.fitchburgstate.edu/library. Candidates may access any of several full-text online databases. Passwords are available to candidates by calling 978-665-3762. (still correct?)

A note about taking an online course:

Marketing and Recruiting is an art and a science, involving sets of topics, which intertwine creatively to produce results, which can be benchmarked, and used as goals for continuous improvement. Many of the individual topics covered in the course could be and are covered individually as full courses. This course attempts to pull together a set of concepts and models, which share leading-edge thinking and allow you to put together pragmatically for a real campaign. Marketing, driven by technology, changes quickly, making it a challenge to keep up with the latest tools and trends. I have worked to put together a set of readily available resources such as open-source textbooks, blog posts, videos, and free credentialing to quickly share concepts and allow you to act. If any of the tools I have shared no longer work, or have broken links, please let me know. As I realize our class will be made up of many with different levels of marketing and digital marketing skills, I designed the course to present material which can be acted on, as well as provided more advanced materials for those who would like to go deeper. To make it real and relevant to you, each student will use his, her or their own program as a case study to analyze, discuss and report. Most online courses, including this one, are fast moving, requiring you to follow the syllabus closely. If you don't understand the instructions, or need assistance with any of the tools or resources for this course, please reach out immediately.

Course Schedule, Topics, Activities and Assignments

Week # Dates	Topics	Activities, Assignments and Due Dates
Week 1: Starting X/Y/Z <u>Marketing and Recruiting Basics. Your Marketing Challenge.</u>	<ul style="list-style-type: none"> <input type="checkbox"/> Introductions <input type="checkbox"/> Overview of Marketing and Recruiting <input type="checkbox"/> Review Course Structure <input type="checkbox"/> Set up accounts 	<ul style="list-style-type: none"> • Review Course Syllabus • Participate in Discussion 0 (ungraded) to introduce yourself to the class before midnight x/y/z (day 3). • Watch the video: The Marketing Mix (Extended) – Simon Attack https://www.youtube.com/watch?v=oMZMrnNWY-A&frags=wn • Participate in Discussion 1 (graded) to share a high-level analysis of the 7 P's and define your marketing and recruiting challenge. • Set up free accounts with Zoom, Hubspot Academy, Google, SEM Rush Academy and Facebook (for later assignments).
Week 2: Starting X/Y/Z <u>Who is most important to your success?</u>	<ul style="list-style-type: none"> • Targeting • The Customer Journey • Personas 	<ul style="list-style-type: none"> • Watch all videos in HubSpot's Contact management and segmentation strategy series https://app.hubspot.com/academy/8331735/lessons/636/1145 <ul style="list-style-type: none"> ○ Take the quiz and upload a screenshot of completion before midnight x/y/z (Thursday night) • Watch Hubspot's video series on Creating Buyer Personas https://app.hubspot.com/academy/8331735/lessons/305/1646 You will need to create a persona as part of Exercise 1. • Watch Hubspot's video series on Creating a Customer Journey Map https://app.hubspot.com/academy/8331735/lessons/502/2688 You will need to develop a journey map for a member of your ideal target audience as part of Exercise 1. • Complete Exercise 1 – uploading it to Blackboard before midnight on x/y/z (Saturday night of Week 2).
Week 3: X/Y/Z <u>Why? How? What? Your Value. Your Brand.</u>	<ul style="list-style-type: none"> • The Golden Circles • Your Value Proposition • Marketing Messages • Brand Rules 	<ul style="list-style-type: none"> • Watch Simon Sinek's video on the Golden Circles https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en • Read Sinek Chapters 1, 2, 3 • Discover if your organization has any brand rules you must follow. • Participate in Discussion 2 by midnight x/y/z (Saturday night). • Complete Exercise 2 (conducting a Zoom webinar to promote your program) by x/y/z (Saturday night).

<p>Week 4: X/Y/Z</p> <p><u>Get your website ready!</u></p>	<ul style="list-style-type: none"> • Website basics • Keywords • SEO • Content Improvements • Testing 	<p>Take HubSpots SEO Training Course: Building Sustainable Traffic for Business Growth Course – estimated to take 1 hour – before midnight x/y/z (Thursday night) https://app.hubspot.com/academy/8331735/tracks/25/193/972.</p> <p>Read Moz’s The Beginner’s Guide to SEO (free) https://moz.com/beginners-guide-to-seo Before midnight x/y/z (Thursday night)</p> <p>Participate in Discussion 3 – original post by midnight x/y/z (Thursday). Responding to classmates by x/y/z (Saturday night).</p> <p>Complete Exercise 3 before midnight x/y/z (Saturday night).</p> <p>Complete Exercise 4 before midnight x/y/z (Saturday night).</p>
<p>Week 5: X/Y/Z</p> <p><u>Digital Marketing. And Some Old School Stuff.</u></p>	<ul style="list-style-type: none"> • Digital Marketing • Email • Ads 	<p>Take HubSpot’s Facebook Ads Training: How to Build Great Ads and Audiences course – estimated to take 2 hours – by midnight x/y/z (Thursday night). https://app.hubspot.com/academy/8331735/tracks/27/238/1321</p> <p>Take HubSpots Social Media Marketing Certification course – estimated to take 5 hours – before midnight x/y/z (Thursday night). https://app.hubspot.com/academy/8331735/tracks/29/263/1402</p> <p>Take Hubspots Email Marketing course – estimated to take 4 hours – before midnight x/y/z (Thursday night). https://app.hubspot.com/academy/8331735/tracks/11/218/1142</p> <p>Complete Exercise 5 before midnight on x/y/z (Saturday night).</p>
<p>Week 6: X/Y/Z</p> <p><u>Week 6. Customer Relationship Management Systems and your recruiting funnel.</u></p>	<ul style="list-style-type: none"> • Your recruiting funnel • CRM system review • Content planning 	<p>Take the <i>Going from the funnel to the flywheel in HubSpot</i> course https://app.hubspot.com/academy/8331735/tracks/67/493/2634 before midnight x/y/z (Thursday night).</p> <p>Take the <i>Set up HubSpot CRM for Growth</i> course – estimated to take 40 minutes – before midnight x/y/z (Thursday night). https://app.hubspot.com/academy/8331735/tracks/39/339/1874</p> <p>Participate in Discussion 4: Original post by midnight Thursday. Responding to classmates by Saturday.</p>
<p>Week 7: X/Y/Z</p> <p><u>Plan your campaign. Track your success.</u></p>	<ul style="list-style-type: none"> • Marketing and Recruiting plan • Marketing Analytics • Final Projects due 	<p>Watch Google’s Google Analytics for Beginners video https://analytics.google.com/analytics/academy/course/6</p> <ul style="list-style-type: none"> • Submit your final project by midnight x/y/z (Friday night). • A template for the final project will be shared.

Listing of Assignments with points

Assignment	Value
Discussions (4 graded@50 points each)	200

Discussion 1: Your marketing challenge

Discussion 2: Your 'why' statement

Discussion 3: Share your keywords

Discussion 4: CRM discussion

Exercise 1 – Target market analysis	100
Exercise 2 - Zoom information session	100
Exercise 3 – SEO and keyword course certifications	100
Exercise 4 – Web content audit and recommendation	100
Exercise 5 -Digital tools courses and ad development	200
Final Project	200
Total Possible Points	1,000

Course Grading Scale

A	900 – 1,000
B	800 – 899
C	700 – 799
D	600 – 699
F	599 and below

FITCHBURGSTATE Grade	Letter Grade Equivalency	% Range
4.0	A	95-100
3.7	A-	92-94
3.5	A-/B+	89-91
3.3	B+	86-88
3.0	B	83-85
2.7	B-	80-82
2.5	B-/C+	77-79
2.3	C+	74-76
2.0	C	71-73
0.0	F	0-70
W	Withdrawn	
IN	Incomplete (80% of course requirements must be completed before a student can request a grade of IN)	

Late Assignments: An assignment is considered late if it is passed in after the date and time it is due (as listed on this syllabus). A Late assignment will receive a **5% reduction in the overall grade for each day it is late.**

Rewrite Policy: Students will have the opportunity to rewrite assignments that have received unsatisfactory grades. The final grade for any such assignment will be the average of the original grade and the rewrite grade. Rewrites are due one week from the date that the original graded assignment is returned to the student. No exceptions will be made.

Assignment Descriptions

Discussions

Your first post should be added by Wednesday of the week due. Watch any videos or take any short-courses prior to posting. Follow specific directions for each week's discussion. Some require you review the work of classmates and

provide specific evaluation or feedback as you comment on their work. Others will simply require that you comment. Each discussion will help you think through elements you will need to report in your final plan.

The rubric for all discussions will follow the same structure:

Complete all questions thoroughly: up to 20 points. You will be given a chance to incorporate the instructor's feedback after your initial post before finalizing your work. This is a chance to rewrite to maximize your score, so please make sure to check the discussion boards regularly.

On time: up to 10 points. Your initial post must be submitted on time, typically before midnight on the third day of the week. In some cases, where a significant amount of prework is required in order to complete the assignment, the initial post may change. The reason the initial post must be on time, is to take advantage of the benefit of the discussion boards. Classmates and your instructor need access to content in order to provide you meaningful and relevant feedback. That feedback should be incorporated fully before the final due date for each discussion.

Comment on at least two classmate's posts (following specific instructions): up to 10 points. Follow directions each week on the type of feedback to provide classmates. Typically, you will be asked to comment on at least two of your classmates' posts.

Discussion 1: Your marketing challenge

After watching the video: The Marketing Mix (Extended) <https://www.youtube.com/watch?v=oMZMrnNwY-A&frags=wn> you should analyze the 7 P's for your product or program. Start by describing the basics about what you offer, when you offer it, how much it costs and how it's different from other choices in the marketplace. Then spend some time describing the process by which your organization markets and recruit programs. What is the organizational structure? Who is responsible for which parts of the marketing and recruiting process? What will the budget for marketing your program be? Who controls that budget? How will you get a portion of that budget allocated toward your program?

Discussion 2: Your why statement

After watching Simon Sinek's video on 'why'

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en and reading chapters 1, 2, 3, from his book, *How great leaders inspire everyone to take action*, complete the why formula for your program.

To _____ (contribute) _____ so that _____ (our impact) _____. Then, spend some time discussing your key value and outline any key points of distinction that set your program apart from your competition.

Discussion 3: Share your keywords

After completing the free SEMRush Academy course on how to do keyword research

<https://www.semrush.com/academy/courses/keyword-research-course-with-greg-gifford> (takes about an hour) list the top set of keywords people will use to search for your program. Include short and long-tail keywords. Review at least two of your classmates' posts. Comment on similarities and differences. Discuss how you will embed these words in your program marketing and recruiting.

Discussion 4: CRM discussion

This discussion requires you to investigate whether or not your organization uses a Customer Relationship Management system and report on it. If you do, please name the CRM system and describe who manages it. If your organization does not have a CRM system, you should consider how to use one. Hubspot and Salesforce both offer free courses on CRM since they sell such systems. Discuss the stages in the recruiting process you will track and the key goal for moving someone from one stage to the next.

Take the *Going from the funnel to the flywheel in HubSpot* course

<https://app.hubspot.com/academy/8331735/tracks/67/493/2634> describe the stages you will track and describe your flywheel.

Take the *Set up HubSpot CRM for Growth* course – estimated to take 40 minutes.

<https://app.hubspot.com/academy/8331735/tracks/39/339/1874>

Exercises

You will complete a series of planning exercises, which will help you build your final strategic marketing and recruiting plan, which is your final project. You will conduct the exercises and develop your final plan for your own program. If you don't currently represent an institution that is working to market a program, you may work with the instructor, who will work with you to find a program to study. This comprehensive set of planning activities should cover a complete planning cycle. You will develop these plans into a fully integrated marketing communications plan that maps out how to deliver the marketing messages using a media-neutral approach that fits your recruiting objectives.

Exercise 1

- Target Market Analysis

Understanding your target audience is key to developing productive marketing and recruiting strategies and compelling and effective communications that influence people. In this exercise you will select the **specific** target audience with whom you strategically choose to engage and define the desired action you want them to take. At this point you should primarily talk about the Product/Service/Organization and its audience – **not any promotional tactics**. Watch creating a contact management and segmentation strategy videos <https://app.hubspot.com/academy/8331735/lessons/636/1145> and describe your segmentation strategy. You should work to answer the question, “who will most impact the success of my program?”

Expected length of paper 2-3 pages.

Rubric for Evaluation Measures: 100 points available

Points	Component of assignment
0 ----- 10	Word-processed, proper spelling and grammar, graphics and / or tables clear and indexed. Graduate-level writing expected. Paper 2-3 pages in length. Paper to be turned in on time through Blackboard with your name in the file.
0 ----- 20	WHO: Selected target audience specifically described. Use segmentation demographic and psychographic variables to specifically describe your selected target audience. Demonstrate insight and true understanding about selected audience.
0 ----- 30	Watch all videos in the Contact management and segmentation strategy series https://app.hubspot.com/academy/8331735/lessons/636/1145 and take the quiz. Prove completion of the program and 100% on the quiz by taking a screenshot and uploading into Blackboard.
0 ----- 20	Watch Hubspot's video series on Creating Buyer Personas https://app.hubspot.com/academy/8331735/lessons/305/1646 and develop a buyer persona for a member of your ideal target audience.
0 ----- 20	Watch Hubspot's video series on Creating a Customer Journey Map https://app.hubspot.com/academy/8331735/lessons/502/2688 and develop a journey map for a member of your ideal target audience. You can use this template to guide you. https://scontent-ort2-1.xx.fbcdn.net/v/t39.8562-6/94036045_1405531372965338_8844850165262057472_n.pdf/LWE_MapYourCustomersJourney_PDF_Button_download.pdf?_nc_cat=109&_nc_sid=ad8a9d&_nc_ohc=xhT9OFfInkQAX81ssyo&_nc_ht=scontent-ort2-1.xx&oh=d065c5eb69980784d03d7e08198211d3&oe=5F76E5D3

Exercise 2

- Zoom Information Session

Develop a :30 Zoom information session promoting your program. Record the Zoom and upload the link in the assignment within Blackboard. You can re-record your session as many times as you'd like, just tell me where to begin grading. Watch the Zoom

Rubric for Evaluation Measures: 100 points available

Points	Component of assignment
0 ----- 10	Watch the video provided by Zoom on how to set up a webinar. https://support.zoom.us/hc/en-us/articles/206618765-Zoom-video-tutorials Follow these best practices provided by Zoom when setting up your Zoom.
0 ----- 10	Welcome visitors and provide an engaging introduction.
0 ----- 20	Highlight the key benefits for your program.
0 ----- 10	Provide clear calls to action and next steps.
0 ----- 10	Provide a description for your event.
0 ----- 20	Share settings and decision behind key decisions. Explain why you selected the panelists you featured. List the questions you will ask during registration.
0 ----- 20	Provide the messages you will send when someone when they register, attend, and miss the event.

Exercise 3

- SEO and keyword course certifications

Take HubSpots SEO Training Course: Building Sustainable Traffic for Business Growth Course – estimated to take 1 hour.
<https://app.hubspot.com/academy/8331735/tracks/25/193/972>.

Read Moz's The Beginner's Guide to SEO (free) <https://moz.com/beginners-guide-to-seo>.

After completing these courses, you will be able to plan your keywords and better understand

Expected length of the SEO portion of the assignment: 2-3 pages

Rubric for Evaluation Measures: 100 points available

Points	Component of assignment
0 ----- 25	Take HubSpots SEO Training Course: Building Sustainable Traffic for Business Growth Course. Take a screen shot to show you've completed all elements of the course and upload it through Blackboard.
0 ----- 25	Read Moz's The Beginner's Guide to SEO. Highlight the key takeaways from that

	guide that struck you as important.
0 ----- 50	Write up your top three SEO strategies you will apply to incorporate into your marketing efforts. Share the keywords you will use as a part of that strategy.

Exercise 4

- Web content audit and recommendation

Complete HubSpot’s Website Optimization Course: How to Increase Page Performance and More – estimated time to complete 2 hours <https://app.hubspot.com/academy/8331735/tracks/96/707/3602>

Conduct an audit of your current program website, if you have one. If you don’t, you should audit the website of a competitor. Then you’ll plan how to improve, or create (if you don’t have a current website) a landing page for your program.

Expected length of assignment: 4-5 pages

Rubric for Evaluation Measures: 100 points available

Points	Component of assignment
0 ----- 25	Complete HubSpot’s Website Optimization Course: How to Increase Page Performance and More. Upload proof of course completion to Blackboard.
0 ----- 25	Website audit and recommendations. Use concepts presented in HubSpot’s Website Optimization Course as a basis for an audit.
0 ----- 25	Map out the current messages that you need to move people through the customer journey you mapped in exercise 1. The Consumer Journey Handbook will be uploaded as a template to use.
0 ----- 25	Write the landing page for your web page. The one your ads will go to next week when you design digital ads designed to get people to visit your site. Add headers, sub-headers, copy and call-to-action call outs. Add a notes section describing where you’ve embedded SEO triggers. Feel free to layout your homepage in a visual way.

Exercise 5

- Digital advertising tools courses and ad development.

Take HubSpot’s Facebook Ads Training: How to Build Great Ads and Audiences course – estimated to take 2 hours. <https://app.hubspot.com/academy/8331735/tracks/27/238/1321>

Take HubSpots Social Media Marketing Certification course – estimated to take 5 hours. <https://app.hubspot.com/academy/8331735/tracks/29/263/1402>

Take Hubspots Email Marketing course – estimated to take 4 hours. <https://app.hubspot.com/academy/8331735/tracks/11/218/1142>

Rubric for Evaluation Measures: 200 points available

Points	Component of assignment
0 ----- 70	Take HubSpots Social Media Marketing Certification course. Copy your completion certificate and upload it in Blackboard.
0 ----- 30	Take HubSpot's Facebook Ads Training: How to Build Great Ads and Audiences course. Take a print screen of completing the course and upload it in Blackboard.
0 ----- 50	Take Hubspot's Email Marketing course – estimated to take 4 hours.
0 ----- 25	Design a Facebook ad. Support your design using lessons learned from the Facebook Ads training course.
0 ----- 25	Write an email promoting your program and encouraging participation in your program webinar. Support your work using lessons learned from the Email Marketing course.

Final Project

- Final Project: Full-year Marketing and Recruiting Plan

This project will tie together all the work you've done thus far in the course. You will pull your plan together in a way that shares your thinking with administration who will approve your plans and your proposed budget. Sample templates will be provided.

Rubric for Evaluation Measures: 200 points available

Points	Component of assignment
0 ----- 25	Word-processed, spelling and grammar-checked, graphics and / or tables, indexed. Paper 15 pages in length. Paper turned in time through Blackboard with team name in the file name of the document.
0 ----- 25	Summarize your Marketing Challenge.
0 ----- 25	Target audience thoroughly explained.
0 ----- 25	Map an annual recruiting cycle, outlining program start dates, application deadline dates, and ideal campaign timing.
0 ----- 25	Explain how you will deliver your messages. Support your decisions. Discuss the use of integration that is built into your recommendation.
0 ----- 25	Provide a rough budget across the tools you described in the step above.
0 ----- 25	Discuss how you will measure the success of your plans using lessons learned in the marketing analytics video.
0 ----- 25	Provide an appendix with key documents prepared during the course. Persona, Journey Map, Ads, Email, etc.

Course Policies

Policy on Academic Integrity

Academic integrity is an essential component of the educational experience. Individual or group work submitted to fulfill course requirements should be solely that of the individual student or collaborative group seeking credit for that work. The University Academic Integrity Policy outlined in the University Catalogue will be followed in cases where students do not conform to this expectation.

Grade Appeal

If you disagree with the evaluation of your work or believe an improper grade has been assigned, an appeal may be followed. Please discuss the matter with the instructor and refer to the Fitchburg State Grade Appeal Policy in your Student Handbook.

Policy on Disability

Disability Services is the primary support system for students with disabilities taking classes in the day and evening divisions. The office is located on the third floor of the Hammond Building and can be reached at 978-665-3427 or 978-665-3575 TTY. If you need course adaptations or accommodations because of a disability, if you have emergency medication information or if you need special arrangements in case the building must be evacuated, please make an appointment with the instructor at the beginning of the course. It is important that the issues relating to disabilities be discussed with the instructor as soon as possible.

Policy on Writing

Students preparing to be teachers must serve as role models of good oral and written communication. The grade will reflect the quality of the written material.

Computer Literacy Requirement

All assignments must be typed, doubled-spaced and formatted in APA style when appropriate, using computer word processing for all assignments (unless otherwise instructed). Candidates are encouraged to use email as a method of communication. Use of the Internet to obtain information, ideas, and resources is also encouraged. Candidates are also strongly encouraged to access the Blackboard system, as course documents will be posted on the site for your convenience.

Copyright Policy

You are reminded that, in preparing materials for peers or the instructor, reproduction of copyrighted material without permission of the copyright owner is illegal. Such unauthorized copying may violate the rights of the author or publisher. Fitchburg State University adheres to federal laws regarding use of copyrighted materials. See "Student Handbook" for more details.

Contacting the Professor

Email or Blackboard is the preferred method of communication. Contacting the instructor via email allows you to maintain a written record of correspondence. Please allow 24 hours for response to your email. If you do not receive a response within 24 hours, please resend your original email. As this is an online course, the instructor will be checking the course and email on a regular basis.

Office Hours

You can call or email the instructor any time to request a specific time to meet. I am happy to schedule an online meeting or call that is mutually convenient. As this is an online class, the easiest and most efficient method of communication is email or Blackboard. Please allow 24 hours for a response.