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SYLLABUS
MKTG 315-001
Internet Marketing
Spring 2016

Instructor: Shaun Dakin
Class Date/Time: Thursday 7:20-10:00 pm
Location: Enterprise Hall 174
Office Hours: By appointment

Office: By appointment. I am typically at the Johnson Center by 5 PM every Thursday sitting by Panera and the Bookstore. Stop by and say hi.
Telephone: 703-829-0854 (mobile)
E-mail (preferred contact method): sdakin@gmu.edu (if really really important CC my business email address shaun@dakinassociates.com)
Web page: Available through courses tab at MyMason portal (http://mymason.gmu.edu)

Course Description

Explores impact of Internet technology on marketing strategy and practice. Topics include online advertising campaigns (focusing on search marketing), web site usability and content, and the use of social and interactive media to build customer relationships and foster brand loyalty.

Undergraduate Program Learning Goals (those in bold will be addressed in this class):

1. Our students will be competent in their discipline.
2. Our students will be aware of the uses of technology in business.
3. Our students will be effective communicators.
4. Our students will have an interdisciplinary perspective.
5. Our students will be knowledgeable about global business and trade.
6. Our student will recognize the importance of ethical decisions.
7. Our students will be knowledgeable about the legal environment of business.
8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
9. Our students will understand the value of diversity and the importance of managing diversity in the context of business.
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10. Our students will be critical thinkers

Texts & Materials
This course uses a digital textbook that can be accessed at http://book.stukent.com. A single log-in profile will manage your access to the textbook.

If you have any issues while registering, email support@stukent.com for help.

1. Go to library.stukent.com
2. Select “Register”
3. Fill out the form with the appropriate information. The Course Code is (N6L2Q2)
4. You will then be able to login at library.stukent.com and have access to the Internet Marketing Essentials textbook.

I will also send an email.

Simulation website – MIMIC
The class will use an ongoing Internet marketing simulation available at https://learn.stukent.com

1. Go to https://learn.stukent.com

NOTE: I will send an email so you can register and pay in a few weeks.

TopHat ($):
We will use TopHat throughout the semester.

To learn more and register go here → https://support.tophat.com/hc/en-us/articles/200663830-Account-Creation-and-Payment-Tutorial-Video

Log in → https://tophat.com/

NOTE: I will send an email so you can register and pay.

Remind (free): Please sign up to use Remind. Go to this link remind.com/join/h47ce I’ll use this to send quick (140 character) private blast messages to the entire class. You can use text, email or the app. Or all.

Class Twitter (free): When I teach, I tweet at @DakinMarketing. Please follow this account. I’ll use the hashtag #GMU315 if there are articles and information that we may use in class discussions.

→ https://twitter.com/dakinmarketing

BluePulse (Free): We will be testing a new tool called BluePulse that is available from your BB course homepage. BluePulse is a tool that will allow you Anonymously to provide feedback on the general direction of the class as well as specific topic areas. In addition, you can provide ideas and suggestions on how to improve the class throughout the semester. More http://www.bluepulsehub.com/
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**NOTE**: You will access this directly from BB.

**Course Learning Outcomes**

*Search Engine Optimization* – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.

*Search Engine Marketing* – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign’s conversion rates.

*Online Advertising* – Understand the various methods of online display advertising. Create an online display ad campaign and measures its ROAS (return on ad spend).

*Web Analytics* – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel.

*Email Marketing* – Understand and implement best practices in marketing to a database of current and potential customers via email.

*Social Media* – Utilize knowledge of social media tactics to design an effective social media campaign.

*Reputation Management* – Implement online reputation management tactics to improve the online reputation of a brand.
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**Academic Integrity**

Mason is an Honor Code university; please see the University Catalog for a full description of the code and the honor committee process and read the information below. The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? Essentially this: when you are responsible for a task, you will perform that task. When you rely on someone else’s work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.

**School of Management Community Standards**

Community Standards of Behavior

The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following

Community Standards of Behavior:
- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence.

The School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business.

Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.
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Grading

Graded elements for this course:

1000 total points

→ **Quizzes (individual):** 8 of 13 chapter quizzes will count for a total of 250 points

Every reading assignment from the textbook has an accompanying quiz. You will be required to take the quiz the day **BEFORE** class. Every Wednesday at midnight.

Chapters 1-13 will be tested for your final grade.
13 chapters at 31.25 points a quiz \(8\) = 250 points.
**NOTE:** the best 8 of the 13 will count to your final grade.
**NOTE 2:** You must complete all the quizzes BEFORE the lecture date to receive full credit.

→ **Case Study (group):** 70 points

Chapter 11 – Orabrush

Complete and turn in, as a **group**, the Orabrush case study on Blackboard. Details on BB.

→ **Buzzfeed Content Marketing Project (Group):** 200 points

Over the semester we will work on a real time live Buzzfeed content marketing project where you will be working as a group to create a piece of content, a marketing plan around that content and then marketing that content. The group with the most “views” will win 😊! Minimum number of views should be 1000.

Details on BB.

→ **Participation:** 50 points

We will use TopHat to keep track of your participation throughout the semester. TopHat will be used to:

1. Take attendance
2. Take quizzes and assess learning

Both will be use to create your participation grade. It will be pass-fail. You show up and participate and you get full credit. You don’t attend class, you get a zero. You don’t participate in the polls and quizzes, you get a zero.

→ **Simulation (Group):** 200 points

You will compete in groups throughout the semester using the MIMIC simulation.

Intro video > [https://youtu.be/Rsc85yiDCto](https://youtu.be/Rsc85yiDCto)
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The grade will be based on your profit. The teams will be ranked based on profit.

Highest profit team = 200 points
Lowest profit team =

→ Expert Sessions (videos): 150 points – 50 points each.

Stukent provides a bunch of great expert videos.

You will be watching six expert lectures throughout the semester. You will watch / listen to the lecture on stukent.com and do a one-page write-up. In this write-up, you will teach someone else everything you learned from this lecture. So this is not a simple summary or regurgitation of information. Rather, you must organize the information and explain it in a way that helps someone else learn the material. You can use bullet points, diagrams, prose, or any other format that helps teach the material effectively. This write-up will be due the class period after the lecture.

The best 3 will be picked for your final grade. All 6 will be expected to be done.

→ Final Exam: 100 points

A final cumulative online exam will be given. It will be multiple choice and include questions from the quizzes that you will have already taken.

25 questions at 4 points a question.

→ Extra Credit:

Team Competition: Throughout the semester each team will be required to create questions based off the video lectures.

- Topics: Questions will come from the video that is assigned that week.
- Number of questions: Create 5 questions.
- Points: Each question will be worth one point. I'll keep score throughout the semester and the team with the most points will get 20 ex points, next 15, next 10, next 5.

Semester Grading Scale: Your overall grade will be based on the schedule below:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>960+</th>
<th>A+</th>
<th>800 – 829</th>
<th>B–</th>
<th>770 – 799</th>
<th>C+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>250</td>
<td>940 - 959</td>
<td>A</td>
<td>800 – 829</td>
<td>B–</td>
<td>770 – 799</td>
<td>C+</td>
</tr>
<tr>
<td>Case Study (group)</td>
<td>50</td>
<td>900 - 939</td>
<td>A-</td>
<td>700 – 769</td>
<td>C</td>
<td>600 – 699</td>
<td>D</td>
</tr>
<tr>
<td>Buzzfeed project (group)</td>
<td>200</td>
<td>870 - 899</td>
<td>B+</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Simulation (group)</td>
<td>200</td>
<td>830 - 869</td>
<td>B</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expert Sessions (individual)</td>
<td>150</td>
<td>XXXXX</td>
<td>&lt; 600</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Class Participation (TopHat)</td>
<td>50</td>
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<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
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<tr>
<td>Extra Credit</td>
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<td>TOTAL</td>
<td>1000</td>
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</tbody>
</table>
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Student Responsibilities: For a summary of relevant university policies, see:

http://www.gmu.edu/catalog/apolicies/index.html, especially
http://catalog.gmu.edu/content.php?catoid=19&navoid=4065#grading

Course activities and daily processes: Read assigned readings and cases prior to attending class. For tests, you are responsible for all materials in the text, lectures, presentations and in-class discussions. If there is a definition, concept or principle you do not understand, it is your responsibility to ask for clarification.

Exam Processes:

All exams will be online. You must have a laptop in class.

Any use of electronic devices during testing times can be interpreted as a violation of the University Honor Code. These devices include cell phones, electronic translators, calculators, and similar devices. Any student using such devices during an exam or any form of cheating during exams will result in a grade of zero for the test and will be referred to the Honor Council.

Exam makeups: Consistent with University policy, only provable (i.e., documented) absences due to personal illness or family emergency constitute acceptable bases for missing exams. Students missing the final exam must request a waiver from the Assistant Dean in the Office of Academic and Career Services in ENT 008. Preplanned weddings, vacations and deep discount airfares are not acceptable absences. There are no make-up tests or adjustments to satisfy the convenience of students who are enrolled in this class.

No extra credit is offered to anyone individually. All students are graded with the same standard.

Virtual Classroom: Due to unpredictable weather and traffic, there may be a day when we are unable to attend class. During such a rare case, check your e-mail by noon the day of class. We are usually on campus by then, so if we are stuck in traffic you will know about by that time.

Personal Challenges: GMU and BUS provide students with significant resources to navigate the challenges of daily life. They include the Writing Center, Counseling and Psychological Services (CAPS), and several other student services. BUS majors should visit the Office of Academic and Career Services in room ENT 008 for more information.

Classroom Professionalism and Civility: Think about this class as a job interview. Would you arrive on time? Would you be prepared for the pertinent discussion? Would your cell phone be turned off? Would you text during a job interview? Would you demonstrate respectful and civilized word choice?

Teams: Several assignments will be conducted through team efforts. Team work is always a challenge. On one hand there are free riders and alternatively, there are domineering people who refuse to listen to the thoughts of others. Each member has the responsibility to make the team work. As an incentive to assure team cooperation, each member will privately evaluate all members of the team at the end of the semester. Also, students can be “fired” from the team, but by so doing, the team will receive a 5% penalty for their actions.

Late Work: Assignments delivered late will be penalized 10% for each class day missed.

Use of E-Mail: Consistent with federal privacy laws, I do not respond to non-GMU e-mail with confidential information. I respond only to YourName@gmu.edu e-mail.
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Email and Blackboard, Cancelled Classes and Emergency Information

Students must use their MasonLIVE email account to receive important University Information, including messages related to this class as per university policies. THIS IS MANDATORY IN ORDER TO COMPLY WITH STUDENT PRIVACY LAWS. See http://masonlive.gmu.edu for more information. Your MasonLIVE email and Blackboard will be used to communicate with you in class. If you do not use/respond to your MasonLIVE email address and/or Blackboard you may miss out on important information that may affect your grade. For example, in the past, I’ve had students make a mistake in submitting an assignment and by not responding to either MasonLIVE email and/or Bb they have missed out on the opportunity to correct the mistake and this has impacted their assignment and final class grade.
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**George Mason University Honor Code**

Students are reminded of their responsibilities under the George Mason University Honor Code. It is understood that that the students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically—cheating and attempted cheating, plagiarism, lying and stealing.

### School of Business Recommendations for Honor Code Violations

*Adopted by the faculty May 2012*

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plagiarism—failure to cite/attribute sources</td>
<td>An F in the class; multiple visits to the Writing Center required; and Academic Integrity Seminar Attendance</td>
<td>An F in the class; multiple visits to the Writing Center required; Academic Integrity Seminar Attendance; dismissal from the program; and possible suspension or expulsion</td>
</tr>
<tr>
<td>Plagiarism—representing someone else’s work as the student’s own</td>
<td>An F in the class; multiple visits to the Writing Center required; and Academic Integrity Seminar Attendance</td>
<td>An F in the class; multiple visits to the Writing Center required; Academic Integrity Seminar Attendance (at times of hearing and reenrollment if relevant); dismissal from the program; and possible suspension or expulsion</td>
</tr>
<tr>
<td>Cheating on an assignment, homework, class participation, or minor project</td>
<td>An F in the class; and Academic Integrity Seminar Attendance</td>
<td>Expulsion</td>
</tr>
<tr>
<td>Cheating on a major project, test, or exam</td>
<td>An F in the class; Academic Integrity Seminar Attendance; and at least one semester suspension</td>
<td>Expulsion</td>
</tr>
<tr>
<td>Egregious Violation [e.g., stealing an exam; submitting coursework from another class as original work; lying to an employer about academic performance]</td>
<td>Dismissal from the program; at least one year suspension; and attendance at Academic Integrity Seminar at the time of hearing and just prior to reenrollment</td>
<td>Expulsion</td>
</tr>
</tbody>
</table>
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Resources

Business Library Liaison Information:
- Jo Ann J. Henson, MLIS Business and Economics Liaison Librarian, Fenwick Library Fairfax Campus: [http://infoguides.gmu.edu/business](http://infoguides.gmu.edu/business)

School of Business Career Services: [http://business.gmu.edu/undergraduate/career-services/](http://business.gmu.edu/undergraduate/career-services/)

Disability: If you have a disability and you need academic accommodations, please see me and contact the Office of Disability Services (ODS) at 703-993-2474. All academic accommodations must be arranged through the ODS. Please take care of this during the first two weeks of the semester. More information about ODS is available at [http://www.gmu.edu/student/drc](http://www.gmu.edu/student/drc)

Religious Holidays: It is the student’s responsibility to speak to the instructor in advance in the event that their religious observances will impact their participation in class activities and assignments. Calendar of Religious Holidays: [http://ulife.gmu.edu/calendar/religious-holiday-calendar/](http://ulife.gmu.edu/calendar/religious-holiday-calendar/). Students who will miss class for religious reasons should inform me of their anticipated absences as soon as possible.

Counseling center: George Mason University has a counseling center that can provide assistance if you find yourself overwhelmed by life, want training in academic or life skills, or the like. More information is available at [http://www.gmu.edu/departments/csd/](http://www.gmu.edu/departments/csd/). Counseling and Psychological Services (CAPS): (703) 993-2380.

Inclement weather & campus emergencies: Information regarding weather related changes in the University's schedule (e.g., closing or late opening) will be provided on the GMU website and via MasonAlert. Students sign up for the Mason Alert system to provide emergency information of various sorts at [https://alert.gmu.edu](https://alert.gmu.edu).

An emergency poster exists in each classroom explaining what to do in the event of crises and that further information about emergency procedures exists on [http://www.gmu.edu/service/cert](http://www.gmu.edu/service/cert).

Inclement weather & campus emergencies: Information regarding weather related changes in the University’s schedule (e.g., closing or late opening) will be provided on the Mason website and via MasonAlert. I plan to hold class unless the campus is officially closed. If class is cancelled due to inclement weather or other emergency, activities (e.g., coverage of the material, presentations, etc.) schedule for that class will be moved to the next class. Other adjustments may also need to be made.

Other Useful Campus Resources
Writing Center A114 Robinson Hall; (703) 993-1200; [http://writingcenter.gmu.edu](http://writingcenter.gmu.edu)

Learning Services [http://caps.gmu.edu/learning-services](http://caps.gmu.edu/learning-services)

University Career Services [http://careers.gmu.edu](http://careers.gmu.edu)

University Policies The University Catalog, [http://catalog.gmu.edu](http://catalog.gmu.edu), is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other
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Policies are available at http://universitypolicy.gmu.edu/. All members of the university community are responsible for knowing and following established policies.
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Course Schedule
Spring Break March 7\textsuperscript{th}
March 24\textsuperscript{th}

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPICS</th>
<th>READINGS DUE</th>
<th>ASSIGNMENTS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Th – Jan 21</td>
<td>Introduction</td>
<td>-</td>
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</tr>
<tr>
<td></td>
<td>Mimic Intro</td>
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<tr>
<td></td>
<td>Buzzfeed project Intro</td>
<td></td>
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<tr>
<td>Th – Jan 28</td>
<td>Internet Marketing Foundations</td>
<td>Chapter 1</td>
<td>Quiz - Activate Student Account</td>
</tr>
<tr>
<td></td>
<td>Search Engines</td>
<td>Chapter 2</td>
<td>Quiz</td>
</tr>
<tr>
<td>Th – Feb 4th</td>
<td>On-Site SEO</td>
<td>Chapter 3</td>
<td>Quiz</td>
</tr>
<tr>
<td></td>
<td>Guest Speaker</td>
<td>George Bounacos of Silver Beacon Marketing</td>
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<tr>
<td>Th – Feb 11</td>
<td>Off-Site SEO</td>
<td>Chapter 4</td>
<td>Quiz</td>
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<tr>
<td></td>
<td>Expert Session: SEO (Benjamin Beck)</td>
<td></td>
<td>After class</td>
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<tr>
<td>Th – Feb 18</td>
<td>Paid Search</td>
<td>Chapter 5</td>
<td>Quiz</td>
</tr>
<tr>
<td></td>
<td>Paid Search</td>
<td></td>
<td>Mimic Round 1</td>
</tr>
<tr>
<td></td>
<td>Expert Session: Paid Search Marketing (John Gagnon/Bing)</td>
<td></td>
<td>After Class</td>
</tr>
<tr>
<td>Th – Feb 25</td>
<td>Display Advertising</td>
<td>Chapter 6</td>
<td>Quiz and Mimic Round 2</td>
</tr>
<tr>
<td>March 3</td>
<td>Landing Page Optimization</td>
<td>Chapter 7</td>
<td>Quiz and Mimic Round 3</td>
</tr>
<tr>
<td></td>
<td>Buzzfeed Part 1 due</td>
<td></td>
<td>BB</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 10</td>
<td>Spring Break</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>March 17</td>
<td>Web Analytics</td>
<td>Chapter 8</td>
<td>Quiz and Mimic Round 4</td>
<td></td>
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<tr>
<td></td>
<td>Buzzfeed Part 2 due (Publish Post)</td>
<td></td>
<td></td>
<td>BB</td>
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<tr>
<td>**March 24</td>
<td>NO CLASS</td>
<td></td>
<td>Mimic Round 5</td>
<td></td>
</tr>
<tr>
<td>March 31</td>
<td>Email Marketing</td>
<td>Chapter 9</td>
<td>Quiz and Mimic Round 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Buzzfeed Marketing Plan Due</td>
<td></td>
<td></td>
<td>BB</td>
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<tr>
<td>April 7th</td>
<td>Social Media I</td>
<td>Chapter 10</td>
<td>Quiz and Mimic Round 7</td>
<td></td>
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<tr>
<td></td>
<td>Social Media II</td>
<td>Chapter 11</td>
<td>Quiz</td>
<td></td>
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<tr>
<td></td>
<td>Expert Session: Youtube Marketing</td>
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<tr>
<td></td>
<td>(Trevor Erikson)</td>
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<tr>
<td></td>
<td>Orabrush Case (Group)</td>
<td></td>
<td>Submit on BB</td>
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<tr>
<td></td>
<td>Expert Session: Social Media &amp;</td>
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<tr>
<td></td>
<td>Content Marketing (Scott Cowley)</td>
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<tr>
<td>April 14</td>
<td>Online Reputation Management</td>
<td>Chapter 12</td>
<td>Quiz and Mimic Round 8</td>
<td></td>
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<tr>
<td></td>
<td>Buzzfeed final report due</td>
<td></td>
<td></td>
<td>BB</td>
</tr>
<tr>
<td>April 21</td>
<td>Mobile Marketing</td>
<td>Chapter 13</td>
<td>Quiz and Mimic Round 9</td>
<td></td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Expert Session: Your choice – Pick One</th>
<th>-</th>
<th>After Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>You Have Not Watched Yet</td>
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<td>BB</td>
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<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>April 28</td>
<td>Final Buzzfeed Analysis Due</td>
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<tr>
<td>May 5th</td>
<td>Final Exam</td>
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