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| **MRKT 180**  **Social Media Marketing**  **CRN: 79010 Section 001**  **Tu Th 12:40 PM – 1:55 PM**  **CLOUD 229**  **REVISED**  **Email:** [**mgoodman@ccsf.edu**](mailto:mgoodman@ccsf.edu) **Class Website:** [**CCSFmarketing.com**](ccsfmarketing.cpm) | | |
| Week Ending: | Chapter | Assignment |
| October 15, 17 | **Flex Day – No Class (10/15)**  Chapter 7: Instagram |  |
| October 22, 24 | Chapter 7: Instagram  Chapter 8: Twitter | Exam 2: 4, 5, 6, 7 **(Oct 22)** |
| October 29, 31 | Chapter 9: Snapchat |  |
| November 5, 7 | Chapter 10: Pinterest |  |
| November 12, 14 | Chapter 11: YouTube |  |
| November 19, 21 | Chapter 12: Blogs | **Research Assignment 3:**  **Nov 19**  Developing a Content Strategy  Exam 3: 8, 9, 10, 11 **(Nov 19)** |
| November 26  November 28 | **Thanksgiving Holiday** |  |
| December 3, 5 | Chapter 12: Finish Blogs  Chapter 13: Social Media Campaign |  |
| December 10, 12 | Class Presentations | **Research Assignment 4:** Present your Social Media platforms |