JOUR 333

Public Relations for Nonprofit Organizations

Winter 2021-2022 Syllabus

Stephanie Martin, Instructor (Ms. Martin)
Pronouns: She/Her/Hers

B.A. Political Science, University of South Carolina
M.M.C. Mass Communication, Louisiana State University

stephaniemartin@sc.edu (preferred method of contact)
803-576-7339 (Please leave a message if I'm unable to answer your call.)

Winter 2021-22 Office Hours: I'll be working remotely the first two weeks of this session, so please email me to set up an appointment to chat online. I'll be back in my office on Monday, Jan. 10, so feel free to drop by with any questions after that date. I'm glad to help!

Academic Bulletin Description
Theory and practice of developing public relations strategies and messaging for nonprofit organizations with a focus on audience research, donor relations, membership recruitment and fundraising.

Full Course Description
This is an elective course in nonprofit public relations, designed for students interested in entering the nonprofit communications field. It focuses on research; identification of key constituents and other strategic stakeholders; donor relations; membership recruitment, retention and relationship building; development and fundraising; communications strategy and messaging; earned media planning and tactics; and theoretical and ethical aspects of the nonprofit public relations practice.

Learning Outcomes
After passing JOUR 333, all students should be able to
1. Demonstrate an understanding of the principles of public relations, specifically nonprofit constituent communications
2. Articulate the principles and theory of basic communications and apply that understanding to an organization's strategic communications efforts
3. Identify a variety of key publics and stakeholders and understand how they are similar and different
4. Apply basic research methods and analyze the findings
5. Integrate strategy into communications programs to target appropriate audiences
6. Identify appropriate channels for message distribution

7. Demonstrate that comprehensive, cohesive messaging and design can advance an organization's strategic plan and enhance and elevate its image and reputation
8. Demonstrate the ability to use language to enhance audience perception of an organization

All learning outcomes are equivalent to those in the face-to-face version of this class.

Required Texts and Readings
- **REQUIRED**: Kinzey, R. E. (2013). *Promoting Nonprofit Organizations: A Reputation Management Approach*. Routledge. (ISBN 978-0415899277)
- **REQUIRED**: Various readings and other research materials as assigned and posted in Blackboard throughout the course

Prerequisites: Students must have <u>completed</u> JOUR 291 with a grade of "C" or higher.

A grade of "C" or higher in this course is required for this course to be counted toward the College of Information and Communications graduation requirements.

COURSE FORMAT AND POLICIES

This is a fully online course with no meeting times. Online classes are not easier than face-to-face lecture classes. To succeed in an online class, you must be extremely motivated and well organized. You will need to purchase the required textbook listed above by the first day of the course. Reliable internet access is essential for successful completion of the course. Students will submit all assignments and take all tests in Blackboard.

This is an entirely web-based course. We have no face-to-face class meetings, and you will complete your work asynchronously, which simply means you will be working on it at different times than your colleagues. You can log into the class to do your work at whatever time is convenient for you as long as you are meeting class deadlines. Because this is a winter session course, the pace will be intense. You will be completing the materials and assignments from a 14-week course in three weeks. There will be written assignments almost daily (see course calendar for details), so expect to set aside several hours each day to complete all learning tasks and assignments. Your daily written assignments will be compiled into a final project paper due at the end of the course.

The typical class structure will consist of learning modules, which include
- Short video/PowerPoint lectures
- Readings
- Online discussions (discussion board posts)
- Exams
- Written assignments

You will also have reading assignments, lectures to view, discussion board posts, and other daily tasks to complete.

It is important to understand this is not a self-paced class or an independent study. You will have assigned deadlines, and work must be submitted on time and will not be accepted late. You may not save up your assignments to complete in the last weeks or days of the semester.

One critical part of this class is regular interaction with other students and with me, your instructor.

Successful online learners:
- Do not procrastinate
- Are open to sharing professional experiences online

- Enhance online discussions
- Have good written communication skills
- Use proactive communication
- Are self-motivated and self-disciplined
- Have a commitment to learning
- Have critical thinking and decision-making skills
- Believe quality learning can take place in an online environment
- Have good time management skills

Technical Skills

Minimal technical skills are needed in this online course. All work in this course must be completed and submitted online. Therefore, students MUST have consistent and reliable access to a computer and the internet. Before starting this course, students must feel comfortable doing the following.

The minimal technical skills students should have are the abilities to

- organize and save electronic files
- use email and attached files
- check email and Blackboard daily
- download and upload documents
- locate information with a browser
- use Blackboard

Location of Materials

Because this class is conducted entirely online, the materials – aside from the textbook – for the course, lectures, and discussion boards will all be found in Blackboard. Modules will include some key information covered in the assigned reading material as well as other important material not addressed elsewhere.

Students will participate in many discussions, using the discussion board feature on Blackboard. Participation in our discussion board is expected and will be evaluated. You will be asked to post your reaction to course material and to comment on others' posts. I may comment on your posts as well. This type of interaction should be engaging and allow for the type of discussions that might take place if we were meeting in person in the classroom.

The Course Café feature on Blackboard also will be used to answer students' questions, and links to additional learning materials or relevant content may be posted on Blackboard as well. The Course Café is the first item in the discussion board.

Interactions

> **Student-Instructor Interactions**: I will be communicating with you regarding grades and assignments. If you need to get in touch with me, the best method is via email. Generally, I will reply to emails within 24 hours and will provide feedback on assignments within 48 hours. You may also post questions pertaining to the course on the Course Café discussion board in Bb.
>
> You will view my lectures online and interact with me through the discussion boards per module. The most important interaction, however, is when I grade your assignments and provide feedback. I am also available by appointment to meet with you concerning any aspects of the class – struggles, concerns, questions, etc. via Microsoft Teams, which is available at no cost in Office 365. Email me to set up an appointment.

Announcements will be posted to this course whenever necessary. If there is any other information I think is important, I will send it to the email address you have in Blackboard. If you primarily use another email account, you should make sure that the Blackboard account is linked to that address. It is your responsibility to ensure that your email accounts work properly in order to receive mail.

Please be sure the email you check regularly is set up correctly in Blackboard:
- Click on the My USC tab along the top of the page in Blackboard
- In the Tools module, click on "Personal Information"
- Click on "Edit Personal Information"
- Scroll down to the listing for email
- In the box will be listed what Blackboard has as your email address. If you wish to change it, delete the email address in the box and type in the email address you want to use.
- Click on the Submit button at the top or bottom of the page.

Student-Student Interactions: Students will comment on each other's discussion board posts. These responses are required assignments and I will grade them.

Additionally, the Course Café feature on Blackboard will allow you to ask questions that may be answered by other students or by the instructor. For example, if you have a question about a reading or a particular concept – or even about due dates or assignment details – you may post the question in the Course Café and other students or I may respond.

Student-Content Interactions: You will engage with course content by completing the reading assignments from the text; viewing lectures and taking notes; writing one or two discussion board posts per module in response to questions about the readings and lectures; completing written assignments; completing a project; and studying for and taking one test as well as a final exam.

Class Conduct
Professionalism is expected at all times but is even more important with your interactions online. Your name is visible. Because the university classroom is a place designed for the free exchange of ideas, and because we are in a virtual classroom, we must show respect for one another in all circumstances by exhibiting patience and courtesy in our exchanges. Appropriate language and restraint from verbal attacks upon those whose perspectives differ from your own is a minimum requirement. I expect you to treat each other with courtesy and kindness.

Etiquette for Communicating Online (Netiquette)
- Include a proper salutation.
- When sending an email, please include the name of the course in the subject line.
- Treat one another with respect. We all hold different opinions, but we can all respect those opinions and communicate in a professional manner.
- Do not use all CAPITAL LETTERS in emails or discussion board postings. This is considered shouting and is viewed as impolite or aggressive.
- Keep your questions relevant to the discussion topics.
- Use proper grammar, spelling, punctuation, and capitalization.
- Text messaging language is not acceptable.
- Use good taste when communicating. Profanity is neither appropriate nor professional.
- Please sign the email with your name.
- Re-read, think and edit your message before you click Send or Submit.

IMPORTANT INFORMATION FOR SUCCESS IN THIS CLASS

I will communicate frequently in the Announcements section, the first page you see when you log in to this class. I also will contact you via the email you have in Blackboard.

For your assignments, you will select a national or local nonprofit organization (with my approval), analyze it and its current communications efforts, and conduct a short communications audit. Choose something you're interested in, because you will be working on that same organization in all modules.

General Assignment Information
- All coursework (assignments, exams, etc.) is secured in Blackboard with a username and password.
- All assignments and exams are due by 11:59 p.m. (Eastern Standard Time) on the day indicated on the course schedule.
- No late assignments will be accepted without a valid written excuse.
- All online quizzes and tests are secured in Blackboard with a password.
- Rubrics will be provided in Blackboard.

Assignment Tips
- You should submit all assignments in Blackboard. I can't accept homework by email. You need to become familiar with the submission instructions.
- All written assignments should be submitted using Microsoft Word. However, if you are having problems with Bb preserving the formatting of your Word document, you may save the document as PDF file before you upload it. Do not submit files in formats other than DOC or PDF. I cannot open them.
- Documents should be proofread to avoid spelling and grammatical mistakes.
- All written assignments will be evaluated based on "quality" and not simply "quantity" and should adhere to the following guidelines:
    - Use a header at the top left of each assignment with your name and the name of your chosen nonprofit organization
    - Please double space your work.
    - Use subheads and short paragraphs.
- All course deadlines are listed in Eastern Time Zone. Blackboard will record all deadlines in this time zone. If you are in a different time zone, please plan accordingly.
- I will grade using the annotation tools in Blackboard and on a 100-point scale.
- Go here to learn about Blackboard grading: https://help.blackboard.com/Learn/Student/Assignments/Assignment_Grades

Technology
Online lectures will be provided through a web link. You must have access to the Internet to view/hear lectures. No special software is required. The PowerPoint lecture presentations, links to articles, and assignments are located on the Blackboard site for the course.

To participate in learning activities and complete assignments, you will need
- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones to hear lecture presentations (transcripts provided)
- Reliable Internet access and a USC email account
- A current Internet browser that is compatible with Blackboard (Google Chrome is the recommended browser for Blackboard)
- Microsoft Word as your word processing program

- Reliable data storage for your work, such as a USB drive or Office365 OneDrive cloud storage

Technical Support
If you have problems with your computer, technology, IT-related questions, support -- including Blackboard, please contact the Division of Information Technology (DoIT) Service Desk at (803) 777-1800 or submit an online request through the Self-Service Portal (https://scprod.service-now.com/sp) or visit the Carolina Tech Zone (https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/ctz.php). The Service Desk is open Monday – Friday from 8 a.m. – 6 p.m. In addition to the J-school, the Thomas Cooper Library has computers for you to use in case you encounter computer issues/problems. If you are not located in the Columbia, SC area, most regional campuses and public libraries have computers for public use.

Office 365
If your personal computer does not have Microsoft Word, the Office 365 ProPlus package is available to you free of charge and allows you to install Word, Excel, PowerPoint, Outlook, OneNote, Publisher, Teams, and Access on up to 5 PCs or Macs and Office apps on other mobile devices including tablets. Office 365 also includes unlimited cloud storage on OneDrive. To download Office 365 ProPlus, log into your student (university) email through a web browser, choose Settings (top right corner), and select software.

If you have further questions or need help with the software, please contact the Service Desk at https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/servicedesk.php

We will be using Microsoft Word extensively in this class. If you need more training on how to use this program, please visit https://support.office.com/en-us/article/word-for-windows-training-7bcd85e6-2c3d-4c3c-a2a5-5ed8847eae73 for free tutorials.

POLICIES, ASSIGNMENTS, PROCEDURES, AND GRADES

Deadlines
Assignments are always due by 11:59 p.m. on the day noted by the instructor. All assignments must be posted on Blackboard; do not email me your assignments. Please note, I can only accept Microsoft Word documents or PDF documents, not documents created in Pages.

Technical issues are not an excuse for tardy assignments or missed exams (an exception might be a university-wide Blackboard outage), so please use University IT resources for assistance (803-777-1800) and make sure you have a reliable internet connection.

Please plan accordingly and complete assignments in advance of their deadlines to ensure that any unanticipated circumstances do not result in a missed assignment. Completing and submitting the assignments by the due date is the sole responsibility of the student. No late assignments will be accepted without a valid written excuse. If you fail to submit an assignment, your score will be recorded as zero.

Plagiarism
Using the words or ideas of another as if they were one's own is a serious form of academic dishonesty. If another person's complete sentence, syntax, key words, or the specific or unique ideas and information are used, one must give that person credit through proper citation.

Attendance
Attendance is critical in any course. To be marked "present," you will demonstrate attendance and participation by submitting all academic assignments and participating in a posted online academic discussion by their deadlines. Logging into the online class without active participation will not constitute official attendance.

Grading Procedure
This is a class in the School of Journalism and Mass Communications, and as such, your communications efforts must be excellent. Please note that you will lose points for incorrect grammar, spelling and punctuation, in addition to content. You are training to become communications professionals, and your work must exhibit precision, accuracy and clarity at all times. You can find many resources for help with grammar issues. The Student Success Center offers a writing center, for example, and I recommend you use it if needed. All grades will be posted on Blackboard. You are strongly encouraged to check your scores regularly.

Final grades will be totaled from

Assignment Weights	Percent
Homework - The homework assignments are based on worksheets, the textbook, lectures and readings.	45%
Discussion board posts and syllabus quiz - Students are required to post answers to instructor-posted questions and post comments to two peers each for each discussion board post assignment. Full instructions are provided in Blackboard.	20%
Final Project - One project will be assigned, which is based on multiple book chapters and assignments. A complete rubric will be provided in Blackboard.	15%
Midterm Exam - There will be a midterm exam based on the material covered up to that point, and consisting of true/false, multiple-choice and multiple-answer questions. Tests will be automatically evaluated. Test questions and answers are randomly displayed and drawn from test banks.	10%
Final exam - The final exam will generally consist of true/false, multiple-choice and multiple-answer questions. The final exam is comprehensive. Exam questions and answers are randomly displayed and drawn from test banks. Students have one opportunity to take the final exam.	10%

Final grades will be categorized as follows. I do not round up final numbers.

90% - 100%	=	A	Excellent undergraduate work
85% - 89%	=	B+	Significantly exceeds standards for undergraduate work
80% - 84%	=	B	Exceeds standards for undergraduate work
75% - 79%	=	C+	Slightly above average undergraduate work
70% - 74%	=	C	Average undergraduate work
64% - 69%	=	D+	Unsatisfactory undergraduate work
60 - 65%	=	D	Significantly unsatisfactory undergraduate work
0% - 59%	=	F	Fails to meet undergraduate work standards

No makeup exams will be given without valid and documented excuses and must be prearranged with the instructor.

Please note:
- **Midterm Exam** will take place on Jan. 7
- **Final Paper** is due on Jan. 15
- **Final Exam** will take place on Jan. 16

Please see the course assignment details in the schedule at the end of this document for more information.

COURSE EXPECTATIONS

Academic Integrity
Honor Code Statement: "As a Carolinian…I will practice personal and academic integrity."

The University of South Carolina expects high standards in all areas from its students. You are expected to practice the highest possible standards of academic integrity. Any deviation from this expectation will result in a minimum academic penalty of your failing the assignment and will result in additional disciplinary measures. This includes improper citation of sources, using another student's work, and any other form of academic misrepresentation. Your enrollment in this class signifies your willingness to accept these responsibilities and uphold the Honor Code of the University of South Carolina. Please review the Honor Code via sc.edu/academicintegrity.

I expect you to follow the University of South Carolina Student Affairs Policy on academic responsibility in completing assignments for this course. The Rules of Academic Responsibility are in the Student Handbook and Policy Guide. Students who violate academic policy will be subject to discipline. The University of South Carolina's academic honesty policy allows no tolerance for cheating on tests, quizzes and homework, falsification of information or citations, facilitating or assisting someone else's academic dishonesty, or plagiarism. In addition, the use of your own work that you completed for another class is not acceptable and is considered plagiarism.

For more detail, see the links below:
Carolina Community (http://www.sa.sc.edu/carolinacommunity/)
Carolina Creed (http://www.sa.sc.edu/creed)
Academic Responsibility (http://www.sc.edu/policies/staf625.pdf)
Honor Code Violations (http://www.housing.sc.edu/academicintegrity/violations.html)
Guidelines for Responsible Computing (http://www.uts.sc.edu/network/guidelines.shtml)

Academic Support/Student Success Center (SSC)

PLEASE NOTE: CAMPUS STUDENT SUPPORT RESOURCES SUCH AS THE STUDENT SUCCESS CENTER AND WRITING CENTER MAY BE CLOSED OVER WINTER BREAK.

In partnership with USC faculty, the Student Success Center (SSC) offers a number of programs to assist you in better understanding your course material and to aid you on your path to success. SSC programs are facilitated by professional staff, graduate students, and trained undergraduate peer leaders who have previously excelled in their courses.

Resources available to you in this course may include:
- **Peer Tutoring:** You can make a one-on-one appointment with a Peer Tutor (www.sc.edu/success). Drop-in Tutoring and Online Tutoring may also be available for this course. Visit their website for a full schedule of times, locations, and courses.
- **Supplemental Instruction (SI):** SI Leaders are assigned to specific sections of courses and hold three weekly study sessions. Sessions focus on the most difficult content being covered in class. The SI Session schedule is posted through the SSC website each week and will also be communicated in class by the SI Leader.
- **Peer Writing:** Improve your college-level writing skills by bringing writing assignments from any of your classes to a Peer Writing Tutor. Similar to Tutoring, you can visit the website to make an appointment, and to view the full schedule of available drop-in hours and locations.
- **Success Consultations:** In Success Consultations, SSC staff assist you in developing study skills, setting goals, and connecting to a variety of campus resources. Throughout the semester, I may communicate with the SSC via Success Connect, an online referral system, regarding your progress in the course. If contacted by the SSC, please schedule a Success Consultation. Success Connect referrals are not punitive and any information shared by me is confidential and subject to FERPA regulations.

SSC services are offered to all USC undergraduates at no additional cost. You are invited to call the Student Success Hotline at (803) 777-1000, visit the SSC website (www.sc.edu/success), or stop by the SSC in the Thomas Cooper Library on the Mezzanine Level to check schedules and make appointments.

Other academic support resources may help students be more successful in the course as well.
- Writing Center
  https://www.sc.edu/about/offices_and_divisions/student_success_center/tutoring/writing_lab.php
- Student Technology Resources http://www.sc.edu/technology/techstudents.html
- Please read Martin's Student Resources Folder on our course page in Blackboard for additional tips.

University Libraries Resources (https://sc.edu/about/offices_and_divisions/university_libraries/index.php)

- University Libraries has access to books, articles, subject specific resources, citation help, and more.
- Get research help
- If you use anything that is not your own writing or media (quotes from books, articles, interviews, websites, movies – everything) you must cite the source. We'll use APA format in this course.

Don't forget the great resources your academic advisers can offer as well. If you are struggling in an area, please contact your adviser and schedule and appointment to chat about your challenges and available resources.

Students with Disabilities
Any student with a documented disability should contact the Student Disability Resource Center at (803) 777-6142 to make arrangements for appropriate accommodations. The University of South Carolina provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should (1) register with and provide documentation to the Office of Student Disability Services in LeConte College Room 112A, and (2) discuss with the instructor the type of academic or physical accommodations you need. Because accommodations requests take some time to process, you should submit your request as soon as possible.

Diversity
In order to learn, we must be open to the views of people different that ourselves. During the time we share together over the semester, please honor the uniqueness of your fellow classmates and appreciate the opportunity we have to learn from one another. Please respect each other's opinions and refrain from personal attacks or demeaning comments of any kind.

This course fosters understanding of issues and perspectives in the context of domestic concerns about gender, race, ethnicity and gender identity, and mass communications across diverse cultures in a global society. The course also fosters a climate that is free of harassment and all forms of discrimination, accommodates the needs of those with disabilities, and values the contributions of all forms of diversity. Consistent with the Carolinian Creed, "We will discourage bigotry, while striving to learn from differences in people, ideas and opinions."

Gendered expression
This course affirms equality and respect for all gendered identities and expressions. Please don't hesitate to correct me regarding your preferred gender pronoun and/or name if different from what is indicated on the official class roster.

Harassment and discrimination
I am committed to nurturing an environment free from harassment and discrimination. The university's Harassment and Discrimination policies can be found online. As stated by the Office of Equal Opportunity Programs: "If you or someone you know has been the victim of any kind of discrimination or harassment at UofSC, you need to report it. Faculty and staff are required to report any incident of discrimination or harassment they witness, or that is reported to them."
Also, **Title IX policy** notes that I as a responsible employee am obligated to report information that you provide to me. To report an incident, you can go here. If you or someone you know needs confidential support, you can go here.

Alternative Formats
Blackboard has a tool that converts many documents into Alternative Formats. These are available for many of your course documents to provide a choice in how you access files in this course. Click the grey drop down arrow to the right of the document and select Alternative Formats. Choose a format you'd like to use and select Download. These formats include an original version, audio (mp3), PDF, HTML, ePub, and electronic Braille. If you have any technical problems with these, please contact the DoIT Help Desk at 803-777-1800 or visit the Self-Service Portal at sc.edu/ITHelp.

Failure to adhere to these classroom rules may result in your being dismissed from class and/or an academic penalty. Please be respectful of each other and the instructor. We are all here to learn. Any disrespectful or disruptive behavior may result in your referral to the Office of Student Judicial Programs.

I am available by appointment to meet with you concerning any aspects of the class – struggles, concerns, questions, etc. Please don't hesitate to email me to set up a time to chat online. Let's work hard and have a great session!

Updated 12/1/2021 2:59 PM

JOUR 333 - Winter Session 2021-2022 Tentative Course Calendar			
Assignments to read or view	**Assignments to be completed**	**Due date**	**Learning Minutes**
Module 1 - Introduction			
Thoroughly review the entire Getting Started Folder		Monday Dec. 27	90
Thoroughly review the entire Resources Folder		Monday Dec. 27	90
Review Martin's Student Resources Folder		Monday Dec. 27	30
View video lecture: Course Introduction		Monday Dec. 27	60
	Discussion board post: Student Introductions	Monday Dec. 27	60
	Quiz: syllabus and introduction	Monday Dec. 27	60
Module 2			
List questions you have about the course	Discussion board post: Two Questions About the Course	Tuesday Dec. 28	60
Find a 501(c) nonprofit organization you would like to use for your assignments this semester		Tuesday Dec. 28	60
Read What is a Nonprofit (folder)		Tuesday Dec. 28	60
Review The Nonprofit World (slides)		Tuesday Dec. 28	60
Review Nonprofit Careers lecture		Tuesday Dec. 28	60
Read 2019 Nonprofit Impact Matters report by the National Council of Nonprofits		Tuesday Dec. 28	30
	Nonprofit Selection	Tuesday Dec. 28	60
Module 3			
Read Kinzey chapter 1		Wednesday Dec. 29	90
	Definitions assignment	Wednesday Dec. 29	90
Review lecture: What is Public Relations?		Wednesday Dec. 29	60
Review lecture: Organization Review and Analysis		Wednesday Dec. 29	60
	Organization review assignment	Wednesday Dec. 29	90
Module 4			
Read and explore UofSC Alumni Association website		Thursday Dec. 30	90
View guest speaker video: UofSC Alumni Association		Thursday Dec. 30	60
Read Kinzey chapter 2		Thursday Dec. 30	90
Review SWOT analysis lecture		Thursday	60

		Dec. 30	
Read SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats		Thursday Dec. 30	20
	SWOT Analysis assignment	Thursday Dec. 30	90
Module 5			
Review Research & Demographics lecture		Friday Dec. 31	60
Complete Demographics & Psychographics readings		Friday Dec. 31	120
Review Environmental Scan lecture		Friday Dec. 31	60
Read Kinzey chapter 7		Friday Dec. 31	90
	Environmental scan assignment	Friday Dec. 31	90
Find another nonprofit organization in the same sector as yours and read its website		Monday Jan. 3	120
	Discussion board post: Other organization's website review	Monday Jan. 3	60
Review final project assignment sheet and rubric, and begin work		Monday Jan. 3	180
Module 6			
Review Audience Analysis lecture		Tuesday Jan. 4	60
Read Kinzey chapter 6		Tuesday Jan. 4	90
Read Kinzey pages 31-34 (audience analysis)		Tuesday Jan. 4	60
	Audience Analysis assignment	Tuesday Jan. 4	90
	Discussion board post: Audience analysis for other organization	Tuesday Jan. 4	60
Module 7 – Social Media			
Review Social Media lecture		Wednesday Jan. 5	60
View Social Media assignment details video		Wednesday Jan. 5	30
	Social Media assignment	Wednesday Jan. 5	90
Read and explore Social Media Insights Lab website		Wednesday Jan. 5	60
View guest speaker video: SJMC Social Media Insights Lab		Wednesday Jan. 5	60
Read other organization's social media		Wednesday Jan. 5	120
	Discussion board post: Social media for other organization	Wednesday Jan. 5	60
Module 8 – Development & Fundraising			
Review Fundraising & Development lecture		Thursday Jan. 6	60

Complete Fundraising & Development readings		Thursday Jan. 6	90
	Discussion board post: Development careers	Thursday Jan. 6	60
	Fundraising & Development assignment	Thursday Jan. 6	90
Read and explore United Way of the Midlands website		Thursday Jan. 6	90
View guest speaker video: United Way of the Midlands		Thursday Jan. 6	60
Review final project assignment sheet and rubric, and continue work		Thursday Jan. 6	180
Module 9 – Midterm Exam			
Study for test		Friday Jan. 7	180
	Take Midterm Exam	Friday Jan. 7	120
Module 10 – Corporate Social Responsibility (CSR)			
Review CSR lecture		Saturday Jan. 8	60
Complete Corporate Social Responsibility readings		Saturday Jan. 8	90
Read Kinzey chapter 3		Saturday Jan. 8	90
	CSR assignment	Saturday Jan. 8	90
	Discussion board post: CSR and social Media	Saturday Jan. 8	60
Module 11 – Crisis Communications			
Review Crisis Communications lecture		Monday Jan. 10	60
Read Kinzey chapter 4		Monday Jan. 10	90
	Crisis Communications assignment	Monday Jan. 10	90
Module 12 – Sustainable Citizenship			
Review Sustainable Citizenship lecture		Tuesday Jan. 11	60
Review Kinzey chapter 3		Tuesday Jan. 11	90
Read and explore SC Wildlife Federation website		Tuesday Jan. 11	60
View guest speaker video: SC Wildlife Federation		Tuesday Jan. 11	60
Discussion Post:	Discussion board post: Sustainable Citizenship	Tuesday Jan. 11	60
Module 13 – Advocacy			
Review Advocacy lecture		Wednesday Jan. 12	60
Complete Advocacy readings		Wednesday Jan. 12	90
Read Kinzey chapter 5		Wednesday	90

		Jan. 12	
	Advocacy assignment	Wednesday Jan. 12	90
Read and explore Able SC website		Wednesday Jan. 12	60
View guest speaker video: Able SC		Wednesday Jan. 12	60
	Discussion board post: Other org's advocacy	Thursday Jan. 13	90
Review final project assignment sheet and rubric, and continue work		Thursday Jan. 13	100
Module 14 – Final Exam and Final Paper			
	Discussion board post: Three things	Thursday Jan. 13	60
Read Current Issues folder		Thursday Jan. 13	60
Study for final exam Work on final paper		Friday Jan. 14	180
	Final project due	Saturday Jan. 15	180
	Final exam	Sunday Jan. 16	180
Course Total Learning Minutes			6300