

Evaluation Procedure

Term Work	20%
Mid-Term Exam	20%
Final Exam (Cumulative)	30%
Project	30%
Total	100%

Notes**Term Work**

Term work includes individual and paired assignments specific to the topics under discussion. Examples may include quizzes, papers, journals, blog posts, current events, simulations and presentations.

Term Project

The term project provides a group of students (2-4, depending on class size) with the opportunity to provide recommendations for the future direction or expansion of their digital campaigns.

Final Exam

Students must achieve a passing grade (50%) on the final exam, in order to pass this course.

