





**Evaluation Procedure**

Term Work	20%
Mid-Term Exam	20%
Final Exam (Cumulative)	30%
Project	30%
<b>Total</b>	<b>100%</b>

**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.



