

ISM 5705: Inbound Information Technology

Winter Semester 2024 – Online – Version 2

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In Person Office Hours: by appointment

Virtual Office Hours: by appointment



Congratulations, John

You passed the Service Hub Software Certification exam

You did it! You passed the HubSpot Marketing Software exam.

COURSE WEBSITE AND CANVAS

Canvas will be used for announcements, syllabus, graded quizzes, and for the gradebook.

The course class material (including ALL lectures) can be found at ...

<http://inbound.business.wayne.edu/ism7505>

The optional “*Handbook of Digital Interactive Marketing*” is at ...

<https://so.ilitchbusiness.wayne.edu/course-handbook-of-digital-interactive-marketing>

COURSE DESCRIPTION AND LEARNING OBJECTIVES

Course Description

Use of social discovery applications to support and provide a structure for fact-based decision making are available for individuals working to gain insight into complex organizational problems.

You will be employed by organizations competing in this “Age of Networked Intelligence”. According to Donald Tapscott, futurist, the technology genie is out of the bottle. Rapid change, incomplete but voluminous data, and complex, turbulent, competitive dynamics characterize this “Age of Networked Intelligence”.

You are required to become a content manager/creator and also share insights and knowledge about the voluminous data coming into organizations. ISM 5705 introduces you, the graduate student, to the use of social media tools to develop reach and engagement, analytical models to create insights, and inbound information technologies to promote competitive operations. With these tools, independent research in the areas of keyword generation, process and workflow creation, A/B experimentation, search engine optimization, intelligence gathering, and campaign development and tracking is required and expected. Your research focuses on generating insights and making strategic recommendations.

Learning Objectives

By the end of the course, you will be able to:

- perform *critical thinking* using inbound information technology analytic models
- articulate the *fundamental concepts* of inbound information techniques, tools, and technologies
- develop a *research avenue* for the investigation of competitive activities
- practice presentation and *communication skills*
- expand the ability to think and reason rigorously using *pattern detection*
- apply *social media* tools and applications to various organizational scenarios

UNIVERSITY / COURSE POLICIES

The Wayne State University Council of Undergraduate Administrators and Wayne State University Academic Senate Curriculum and Instruction Committee have developed and provided the following language for these statements. (<https://teachinghandbook.wayne.edu/syllabus>)

Professional Student Responsibilities

Professional education in the Mike Ilitch School of Business is rigorous and substantial. Students have a responsibility to be prepared for class, participate effectively, and interact appropriately with students and instructors alike. Communication, whether written or oral, should be professional and adhere to generally acceptable courtesy expectations. Completing assignments on time is an integral component of professional behavior.

Class Recordings

Students need prior written permission from the instructor before recording any portion of this class. If permission is granted, the audio and/or video recording is to be used only for the student's personal instructional use. Such recordings are not intended for a wider public audience, such as postings to the internet or sharing with others. Students registered with Student Disabilities Services (SDS) who wish to record class materials must present their specific accommodation to the instructor, who will subsequently comply with the request unless there is some specific reason why s/he cannot, such as discussion of confidential or protected information. Violations of this syllabus policy may result in charges under the student code of conduct.

Land Acknowledgement

Wayne State University rests on Waawiyataanong (Waa-we-yaa-tih-nong), also referred to as Detroit, the ancestral and contemporary homeland of the Three Fires Confederacy. These sovereign lands were granted by the Ojibwe (Oh-jib-way), Odawa (Oh-daa-waa), Potawatomi (Pow-tuh-waa-tuh-mee), and Wyandot nations, in 1807, through the Treaty of Detroit. Wayne State University affirms Indigenous sovereignty and honors all tribes with a connection to Detroit. With our Native neighbors, WSU can advance educational equity and promote a better future for the earth and all people.

Counseling and Psychological Services (CAPS)

It is quite common for college students to experience mental health challenges, such as stress, anxiety, and depression, that interfere with academic performance and negatively impact daily life. Help is available for any currently enrolled WSU student who is struggling with a mental health difficulty, at [WSU Counseling and Psychological Services](#) (CAPS; 313-577-3398). Other options, for students and non-students, include the [Mental Health and Wellness Clinic at the College of Education](#). Services at all these clinics are free and confidential. Remember that getting help, before stress reaches a crisis point, is a smart and courageous thing to do – for yourself, and for those you care about. Also know that the WSU Police Department (313 577-2222) has personnel trained to respond sensitively to mental health emergencies at all hours.

Sexual Misconduct and Title IX

Every Warrior has the right to live, learn, and work at WSU – free from Harassment or Discrimination.

Any member of the WSU Community that is impacted by sexual misconduct has the right to report to the University (i.e. Responsible Employee or Title IX Coordinator), to law enforcement (i.e. WSUPD or other jurisdiction), to both, or to neither. Every Warrior is encouraged to make the reporting decision that is right for them.

Please be advised: Most faculty and staff are considered **“Responsible Employees”** and are **required to report** information they receive about incidents of sexual misconduct (including sexual assault, intimate partner violence, sexual harassment, and stalking) to appropriate authorities when it involves WSU students, faculty, or staff.

Free, confidential, and anonymous support is available 24 hours a day, seven days a week to survivors, their friends, and their family through the [Rape, Abuse & Incest National Network \(RAINN\)](#). Call **1-800-656-4673** or [Chat](#) online with a professional support specialist.

Please visit TitleIX.wayne.edu to learn more about resources and support on campus and in the local community.

Options for Self-Reporting Sexual Misconduct

Any member of the WSU Community that is impacted by sexual misconduct has the right to report to the University (i.e. Responsible Employee or Title IX Coordinator), to law enforcement (i.e. WSUPD or other jurisdiction), to both, or to neither. Every Warrior is encouraged to make the reporting decision that is right for them.

Reporting to the University

[The Title IX Office](#) is available to consult with individuals impacted by sexual violence or discrimination regarding resource referrals, supportive and protective measures, and reporting and resolution options. Where WSU has jurisdiction, the affected party may request an administrative investigation by the University.

Phone: 313-577-9999

Email: TitleIX@wayne.edu

Reporting to Law Enforcement

[The Wayne State University Police Department](#) is available 24/7 to assist individuals reporting criminal activity or concerns on or near campus. Report off-campus incidents to the appropriate police jurisdiction. In the event of an emergency or imminent threat, reporting to the police is highly encouraged.

Phone: 313-577-2222

Every Warrior has the right to live, learn, and work at WSU – free from Harassment or Discrimination. If you or someone you know has been impacted by sexual violence or discrimination, please visit TitleIX.wayne.edu to learn more about resources and support on campus and in the local community.

Basic Needs Statement

Learning is always more challenging when you are struggling to meet basic needs. Wayne State recognizes that you may face a number of challenges during your time here, and we are here to support you. Any student who faces challenges securing food, housing, or medical care is encouraged to contact relevant university offices noted on the [Financial Aid website](#) for support. You are also encouraged to notify the processor, so that they can help you access resources and support.

Student Services

- **The Academic Success Center**
The Academic Success Center (1600 Undergraduate Library) assists students with content in select courses and in strengthening study skills. Visit the [Academic Success Center](#) for schedules and information on study skills workshops, tutoring and supplemental instruction (primarily in 1000 and 2000 level courses).
- **The Writing Research and Technology Zone**
The Writing Research and Technology Zone is located on the 2nd floor of the Undergraduate Library and provides individual tutoring consultations free of charge. Visit the [Writing Research and Technology Zone](#) to obtain information on tutors, appointments, and the type of help they can provide.
- **Library research assistance**
Working on a research assignment, paper or project? Trying to figure out how to collect, organize and cite your sources? [Request an appointment with a Wayne State librarian](#), who can provide on-campus or online personalized help.

STATEMENT REGARDING PROFESSIONAL CONDUCT

Wayne State University students are expected to conduct themselves in a manner that is conducive to continued growth toward a business and/or professional career. Each student is expected to access classes regularly and to be fully prepared. All students are expected to act professionally and with a high degree of ethical conduct while applying themselves fully to the job of learning. All communications are expected to be conducted in a professional manner, whether written or oral.

It is the student's obligation to know and observe all University policies and procedures and to keep current by reading the materials posted on the Wayne State University website and in its printed policies and bulletins. (<https://doso.wayne.edu/pdf/student-code-of-conduct.pdf>)

STATEMENT REGARDING ACADEMIC MISCONDUCT

Plagiarism, unauthorized collusion on examinations, theft, sale, purchase or other unauthorized procurement of examinations or essay material, use of unauthorized aids while taking an examination, having someone else take an exam in your place or submitting for credit any paper not written by the student, taking an exam for another student, copying of "do not copy" designated library materials, copying copyrighted software and destruction of equipment by introducing a computer virus and other similar actions are considered to be academic misconduct and unacceptable for students enrolled at Wayne State University.

Academic Dishonesty – Plagiarism and Cheating

[Academic misconduct](#) is any activity that tends to compromise the academic integrity of the institution or undermine the education process. Examples of academic misconduct include:

- **Plagiarism:** To take and use another's words or ideas as your own without appropriate referencing or citation.
- **Cheating:** Intentionally using or attempting to use or intentionally providing unauthorized materials, information or assistance in any academic exercise. This includes copying from another student's test paper, allowing another student to copy from your test, using unauthorized material during an exam and submitting a term paper for a current class that has been submitted in a past class without appropriate permission.
- **Fabrication:** Intentional or unauthorized falsification or invention of any information or citation, such as knowingly attributing citations to the wrong source or listing a fake reference in the paper or bibliography.

- **Other:** Selling, buying or stealing all or part of a test or term paper, unauthorized use of resources, enlisting in the assistance of a substitute when taking exams, destroying another's work, threatening or exploiting students or instructors, or any other violation of course rules as contained in the course syllabus or other written information.

Such activity may result in failure of a specific assignment, an entire course, or, if flagrant, dismissal from Wayne State University.

STATEMENT REGARDING DIVERSITY

This course embraces the diversity of our students by providing an environment that is supportive, safe and welcoming. We will listen respectfully to a diversity of ideas, beliefs and cultures presented by the members of the class.

STATEMENT REGARDING STUDENT DISABILITY SERVICES

Student Disability Services

For students: If you have a documented disability that requires accommodations, you will need to register with [Student Disability Services](#) for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. The SDS telephone number is 313-577-1851 (main number) or 313-202- 4216 for videophone use. Once you have your accommodations in place, I (we) will be glad to meet with you privately during my (our) office hours to discuss your special needs.

Student Disability Services' mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University.

To [register with Student Disability Services, complete the online registration form.](#)

STATEMENT REGARDING RELIGIOUS OBSERVANCE POLICY

Religious Holidays (from the online Academic Calendar)

Because of the extraordinary variety of religious affiliations of the University student body and staff, the Academic Calendar makes no provisions for religious holidays. However, it is University policy to respect the faith and religious obligations of the individual. Students with classes or examinations that conflict with their religious observances are expected to notify their instructors well in advance so that mutually agreeable alternatives may be worked out.

POLICY ON WITHDRAWAL

Students **must drop** classes via the Web by logging into [Pipeline](#). If a student has a hold and needs help dropping a class then they should send an e-mail request from their WSU e-mail account to registration@wayne.edu with the appropriate course information. Classes that are dropped do not appear on the transcript. Students who withdraw from a course will receive a withdraw grade. These may include:

- WP will be awarded if the student is passing the course (based on work due to date) at the time the withdrawal is requested
- WF will be awarded if the student is failing the course (based on work due to date) at the time the withdrawal is requested
- WN will be awarded if no materials have been submitted, and so there is no basis for a grade.

It is the student's responsibility to request the withdrawal. Failure to do so will result in a grade of F.

The student must receive the faculty member's approval for the withdrawal to become final, and students should continue to attend class until they receive notification via email that the withdrawal has been approved. Refer to the WSU links for the complete, official language and policy.

<http://reg.wayne.edu/students/policies.php>

<http://wayne.edu/students/medical.pdf>

Course Drops and Withdrawals

In the first two weeks of the (full) term, students can drop this class and receive 100% tuition and course fee cancellation. After the end of the second week there is no tuition or fee cancellation. Students who wish to withdraw from the class can initiate a withdrawal request on Academica. You will receive a transcript notation of WP (passing), WF (failing), or WN (no graded work) at the time of withdrawal. No withdrawals can be initiated after the end of the tenth week. Students enrolled in the 10th week and beyond will receive a grade. Because withdrawing from courses may have negative academic and financial consequences, students considering course withdrawal should make sure they fully understand all the consequences before taking this step. More information on [course drops and withdrawals can be found on the Registrar's site](#).

TEXTBOOKS, READINGS, AND STYLE MANUAL

Textbook/s: As this is a totally **online** class, all resources are available electronically.

Optional Resources (100% optional):

ASIN – – *Handbook of Digital Interactive Marketing: Managing Traditional, Online and Social Media Touchpoints*, Heinrichs & Lim 2021 – Available at ...

<https://www.amazon.com/Handbook-Digital-Interactivity-Marketing-Traditional/dp/B09BGF93R9>

Optional Resources (100% optional):

ASIN – B007FFWWA4 – *United Breaks Guitars: The Power of One Voice in the Age of Social Media*, Dave Carroll, 2012 – Available at ...

<http://www.amazon.com/dp/B007FFWWA4>

Additional Suggested Resources and Readings (100% optional)

Inbound information technology is an incredibly fast-moving area of study. For that reason, it is suggested that you read and subscribe to several industry-leading blogs. This will allow you to fully immerse yourself in the planning, creation and execution of inbound information technology.

- HubSpot Marketing blog: <http://blog.hubspot.com/marketing>
- HubSpot Sales blog: <https://blog.hubspot.com/sales>
- HubSpot Service blog: <https://blog.hubspot.com/service>
- HubSpot User blog: <http://blog.hubspot.com/customers>
- MOZ blog: <http://moz.com/blog>
- Unbounce blog: <http://unbounce.com/blog/>
- Litmus blog: <https://litmus.com/blog/>
- HelpScout blog: <http://www.helpscout.net/blog/>
- Optimizely blog: <http://blog.optimizely.com/>
- Spin Sucks: <https://spinsucks.com/>

Reader

Obtain a free reader for your PC or Mac at ...

- http://www.amazon.com/gp/feature.html/ref=kcp_pc_mkt_lnd?docId=1000426311
- <http://kindle-for-mac.en.softonic.com/mac>

Style Guide

Publication Manual of the American Psychological Association (2010). 6th edition. Washington, DC: American Psychological Association.

GRADING SCALE

You will be compensated for your efforts using the following academic reward scale of ...

- Admiration: >1,050 pts.
- A: 945-1,050 pts.
- B: 840-944 pts.
- C: 735-839 pts.
- D: 630-729 pts.
- F: < 629 pts.

with the plus (+) and minus (-) system used for each grade range.

TRADITIONAL OPTION

How much time should I devote to this course? This course has expectations for ‘in-class’ and ‘homework’ time commitments. The ‘in-class’ time commitment for a 3 credit-hour course is approximately 35 hours over the semester. The ‘coursework’ (or ‘homework’) time commitment ranges from 35 to 100 hours over the semester. The ‘in-class’ lectures cover the topics of Attract, Engage, Involve and Understand. They can be found at ... <https://inbound.business.wayne.edu/ism7505/>

The ‘Homework’ focuses on enhancing skills and knowledge through quizzes, assignments, and certifications. The various point requirements are highlighted in the “Graded Course Assignments” section. The option primarily emphasizes gaining knowledge through micro-credentials (aka. certifications).

What do you tell organizations we can do? Our students apply their comprehensive understanding of digital marketing concepts and tools to help your organization analyze customer personas, create the customer journey, implement content marketing, analyze email marketing, create a digital presence with website development, apply leading social media platforms, investigate search engine optimization, perform online advertising, and articulate ethics and privacy policies in a competitive digital environment.

ARTIFICIAL INTELLIGENCE (AI) COURSE POLICY

In the classroom, Artificial Intelligence (AI) tools such as ChatGPT, AssemblyAI, and ChatSpot offer a range of possibilities for learning, research, and assessment. I expect (require) you to use Artificial Intelligence (AI) tools. Learning to use AI is an emerging skill and this course provides tutorials on how to use them. Prompts need to be carefully crafted to get good results: low-effort prompts will yield low-quality output. It is important to remember that anything generated by AI should not be assumed to be true; you should always verify information using other sources. To get the best results from AI tools, you need to have a strong understanding of the topics being explored.

When using AI in assignments you must acknowledge the use of the technology. A very brief paragraph explaining what was used and what prompts were used should be included at the end of any such work. Failure to do this may result in a violation of academic honesty policies. Finally, you need to consider when the use of AI is appropriate and beneficial; there are certain cases where its use would not be beneficial or relevant. In short, while Artificial Intelligence is an incredibly powerful tool with great potential for learning and assessment, you need to be aware of its limitations and use it responsibly.

Instructor reserves the right to modify any portion of this syllabus at any time for any reason during the semester.

GRADED COURSE ASSIGNMENTS – Earn Points!

You are responsible to complete the Quizzes, Certifications, and various assignments. The total points expected to be earned for an “A” must equal or exceed 1,050 points. Ambitious students WILL earn more points and earn admiration!

1. Quizzes [140 points]

- Overview: [10 points]
Quizzes – 1 quizzes @ 10 pts. Quizzes are on canvas.
- Attract: [50 points]
Quizzes – 5 quizzes @ 10 pts. Quizzes are on canvas.
- Engage: [30 points]
Quizzes – 3 quizzes @ 10 pts. Quizzes are on canvas.
- Involve: [40 points]
Quizzes – 4 quizzes @ 10 pts. Quizzes are on canvas.
- Understand: [10 points]
Quizzes – 1 quizzes @ 10 pts. Quizzes are on canvas.



2. Certifications:

(select the Inbound and Jasper as they are required & 3 additional certifications) ..[860 points]

2.1. Overview: Inbound Marketing Certification / Inbound Marketing Quiz (REQUIRED) [200 points]

You are to complete BOTH the certification exam AND the quiz on canvas. Each potentially are worth up to 100 points. BOTH MUST be completed to receive ANY points for this assignment! You did well in class! Now, get certified. (3:25 hours)
Certification training material / exam is at ... <https://academy.hubspot.com/courses/inbound-marketing>
(100 pts 80% or greater; 75 pts 79%-75%; 50 pts 74-70%; 25 pts 69-65%; 0 pts 64%-0%);

2.2. Engage: Social Media Certification AND Social Media Quiz..... [200 points]

You are to complete BOTH the certification exam AND the quiz on canvas. Each potentially are worth up to 100 points. BOTH MUST be completed to receive ANY points for this assignment! You did well in class! Now, get certified. Details are available on our course website. (4:15 hours)
Certification training material / exam is at ... <https://academy.hubspot.com/courses/social-media>
(100 pts 80% or greater; 75 pts 79%-75%; 50 pts 74-70%; 25 pts 69-65%; 0 pts 64%-0%);

2.3. Engage: Email Certification AND Email Quiz..... [200 points]

You are to complete BOTH the certification exam AND the quiz on canvas. Each potentially are worth up to 100 points. BOTH MUST be completed to receive ANY points for this assignment! You did well in class! Now, get certified. Details are available on our course website. (3:18 hours)
Certification training material / exam is at ... <https://academy.hubspot.com/courses/email-marketing>
(100 pts 80% or greater; 75 pts 79%-75%; 50 pts 74-70%; 25 pts 69-65%; 0 pts 64%-0%);

2.4. Understand: HubSpot Reporting Certification AND Reporting Quiz [200 points]

You are to complete BOTH the certification exam AND the quiz on canvas. Each potentially are worth up to 100 points. BOTH MUST be completed to receive ANY points for this assignment! You did well in class! Now, get certified. Details are available on our course website. (3:26 hours)
Certification training material / exam is at ... <https://academy.hubspot.com/courses/hubspot-reporting>
(100 pts 80% or greater; 75 pts 79%-75%; 50 pts 74-70%; 25 pts 69-65%; 0 pts 64%-0%);

2.5. Attract: SEO Certification AND SEO Quiz..... [200 points]

You are to complete BOTH the certification exam AND the quiz on canvas. Each potentially are worth up to 100 points. BOTH MUST be completed to receive ANY points for this assignment! You did well in class! Now, get certified. Details are available on our course website. (2:21 hours)
Certification training material / exam is at ... <https://academy.hubspot.com/courses/seo-training>
(100 pts 80% or greater; 75 pts 79%-75%; 50 pts 74-70%; 25 pts 69-65%; 0 pts 64%-0%);

2.6 Jasper: Certification Exam [60 points]

3. Assignments [50 points]
3.1 Knowledge Base or Blog Post or Another Course Paper – YOU MUST USE JASPER [50 points]

Assignment: Develop a Word document for your assignment. Email the document that contains your answer. It should be about 500 words.

Rubric: points allotted as follows:

- Content addresses the question
 - The article must have a question, introduction, conclusion, and clearly identify/address the issue.
- Presentation Writeup
 - Article is submitted in proper format (i.e. .docx)
 - Article is easy to read
 - Materials are well-constructed; free of typos and grammatical errors
- Communication
 - Writeup is clear and accurate

Here are Jasper resources:

1. Jasper Bootcamp! <https://learn.jasper.ai/bootcamp/overview>
2. YouTube channel! <https://www.youtube.com/channel/UCJKYBgFQoE9appKO5SHAIyQ>
3. Facebook community! <https://www.facebook.com/groups/jasperofficial>
4. Community recipes! <https://community.jasper.ai/>
5. Help documents! <https://help.jasper.ai/>
6. Here's Jasper Art Gallery! <art.jasper.ai>

Here are Jasper YouTube lectures:

1. History and Future of AI: <https://youtu.be/HnzAOuJivYU> – 4 minutes 34 seconds
2. Introduction to Jasper: https://youtu.be/0AVgd_Sj0rA – 5 minutes 7 seconds
3. Introduction to Jasper for WSU: <https://youtu.be/C54R-nmUALU> – 6 minutes 36 seconds
4. A Day in the Life: <https://youtu.be/IWebVATzXtU-> – 4 minutes 42 seconds
5. Jasper Art: <https://youtu.be/7OCnYoSliV0> – 4 minutes 6 seconds
6. Overview of Jasper Tool: <https://youtu.be/MQ9NS2yUS14> – 13 minutes 43 seconds
7. Learn to write with generative AI: https://youtu.be/_jFAThFAqAU – 26 minutes 59 sec
8. Create Blog Post: <https://youtu.be/yRm9Z7y6H9U> – 14 minutes 8 seconds
9. Jasper Demonstration: <https://youtu.be/xsZSJ19J7-Q> – 17 minutes 58 seconds
10. Build a course curriculum: https://youtu.be/I_fOnZSuslc – 11 minutes 2 seconds

4. Extra Credit [20 points]

4.1. LinkedIn Profile (EXTRA CREDIT) [20 points]

Ok. You are training as an Inbound Information Technology professional. You can add your certifications to your LinkedIn profile. For extra credit, send me a link to your LinkedIn profile!

5. Certifications – EXTRA CREDIT [400 points]

5.1. Attract: Contextual Marketing Certification [50 points]

You did well in class! Now, get certified. Details are available on our course website. (1:18 hours)

Certification training material / exam is at ... <https://academy.hubspot.com/courses/contextual-marketing>
(50 pts 80% or greater; 35 pts 79%-75%; 25 pts 74-70%; 15 pts 69-65%; 0 pts 64%-0%;

5.2. Engage: Content Marketing Certification [50 points]

You did well in class! Now, get certified. Details are available on our course website. (6:20 hours)

Certification training material / exam is at ... <https://academy.hubspot.com/courses/content-marketing>
(50 pts 80% or greater; 35 pts 79%-75%; 25 pts 74-70%; 15 pts 69-65%; 0 pts 64%-0%;

5.3. Involve: CMS for Marketer Certification OR CMS for Developers Certification [50 points]

You did well in class! Now, get certified. Details are available on our course website. (1:41 hours)

Certification training material / exam is at ... <https://academy.hubspot.com/courses/cms-for-marketers>
(50 pts 80% or greater; 35 pts 79%-75%; 25 pts 74-70%; 15 pts 69-65%; 0 pts 64%-0%;

5.4. Understand: Service Hub Software Certification [50 points]

You did well in class! Now, get certified. Details are available on our course website. (1:42 hours)

Certification training material / exam is at ... <https://academy.hubspot.com/courses/hubspot-service-software>

(50 pts 80% or greater; 35 pts 79%-75%; 25 pts 74-70%; 15 pts 69-65%; 0 pts 64%-0%.)

5.5. **Summary: HubSpot Marketing Software Certification** (exam only) [50 points]

You did well in class! Now, get certified. Details are available on our course website. (3:27 hours)

Certification training material / exam is at ... <https://academy.hubspot.com/courses/hubspot-marketing-software>

(50 pts 80% or greater; 35 pts 79%-75%; 25 pts 74-70%; 15 pts 69-65%; 0 pts 64%-0%.)

5.6. **Digital Advertising Certification** [50 points]

You did well in class! Now, get certified. Details are available on our course website. (3:01 hours)

Certification training material / exam is at ... <https://academy.hubspot.com/courses/digital-advertising>

(50 pts 80% or greater; 35 pts 79%-75%; 25 pts 74-70%; 15 pts 69-65%; 0 pts 64%-0%.)

5.7. **Digital Marketing Certification** [50 points]

You did well in class! Now, get certified. Details are available on our course website. (4:01 hours)

Certification training material / exam is at ... <https://academy.hubspot.com/courses/digital-marketing>

(50 pts 80% or greater; 35 pts 79%-75%; 25 pts 74-70%; 15 pts 69-65%; 0 pts 64%-0%.)

5.8. **Inbound Sales Certification** [50 points]

You did well in class! Now, get certified. Details are available on our course website. (2:21 hours)

Certification training material / exam is at ... <https://academy.hubspot.com/courses/inbound-sales>

(50 pts 80% or greater; 35 pts 79%-75%; 25 pts 74-70%; 15 pts 69-65%; 0 pts 64%-0%.)

PLAN OF WORK

Week	Class Date	Theme / Topics	Assignment	Due Date
1	Mon. Jan 8	<p><u>Course Introduction / Overview</u> <u>Part 1: Content</u> Syllabus / Quizzes <u>Overview: Inbound Certification</u></p> <p><u>Part 2: Assignments</u> Interview Assignment Vlog/Blog Assignment Hubs Tour MarketPlace / Settings</p> <p><u>Part 3: Certifications</u> <u>Topics</u> CRM / Inbound Understand Traits / Lifecycle Stages</p>	<p><u>Quiz: Inbound</u> <u>Certifications: Inbound</u></p> <p><u>Quiz: Lifecycle Stages</u></p>	Sun. Jan 14
2	Mon. Jan 15	<p><u>Jasper:</u></p>	<p>Certification ... https://jasper-academy.ai/training/overview</p> <p>Certifications: Jasper Certified 2023: https://jasper-academy.ai/certifications/</p> <p>Course Pathways: Jasper Jumpstart (12 Modules -- 2 hours): https://jasper-academy.ai/paths/</p>	Sun. Jan 21
3	Mon. Jan 22	<p><u>Attract</u> <u>Part 1: SEO Certification</u> <i>Contextual Marketing Certification (Extra Credit)</i></p>	<p><u>Extra Credit: LinkedIn Profile</u></p>	Sun. Jan 28
4	Mon. Jan 29	<p><u>Attract</u> <u>Part 2: Topics</u> Persona Development Smart Content Goal Planning Visitor Information</p>	<p><u>Quiz: SEO</u> <u>Certifications: SEO</u></p> <p><u>Certifications: Contextual Marketing</u> (Extra Credit)</p>	Sun. Feb 4
5	Mon. Feb 5	<p><u>Engage</u> <u>Part 1: Email & Social Media Certification</u> <i>Content Marketing Certification (Extra Credit)</i></p>	<p><u>Quiz: Blogging</u> <u>Quiz: Goal Planning</u></p>	Sun. Feb 11
6	Mon. Feb 12	<p><u>Engage</u> <u>Part 2: Topics</u> Campaigns; Social Media: Publishing & Monitoring; Goal Planning & Strategy; Persona Development; Blogging;</p>	<p><u>Quiz: Keyword</u> <u>Quiz: Persona Development</u></p>	Sun. Feb 18

Week	Class Date	Theme / Topics	Assignment	Due Date
7	Mon. Feb 19	<u>Engage</u> <i>Part 2: Topics</i> Visitor Information; Contact Database; List Creation/Segmentation;	<u>Quiz</u> : Campaigns <u>Quiz</u> : Visitor Information <u>Quiz</u> : Email <u>Certifications</u> : Email	Sun. Feb 25
8	Mon. Feb 26	<u>Engage</u> <i>Part 2: Topics</i> Lead Scoring Email Marketing; Sources and Competitors		Sun. Mar 3
9	Mon. Mar 4	<u>Involve</u> <i>Part 1: CMS for Marketers / Developers Certification (Extra Credit)</i>	<u>Quiz</u> : Segmentation <u>Quiz</u> : Social Media <u>Certifications</u> : Social Media <u>Certifications</u> : Content Marketing (Extra Credit)	Sun. Mar 17
<u>SPRING BREAK</u>				
10	Mon. Mar 18	<u>Involve</u> <i>Part 2: Topics</i> Calls-to-Action / Forms	<u>Quiz</u> : Call-To-Action <u>Quiz</u> : Forms	Sun. Mar 24
11	Mon. Mar 25	<u>Involve</u> <i>Part 2: Topics</i> Landing Pages / Thank You Pages Workflows;	<u>Certifications</u> : CMS for Marketers / Developers (Extra Credit) <u>Quiz</u> : Landing Page <u>Quiz</u> : Workflows	Sun. Mar 31
12	Mon. Apr 1	<u>Understand</u> <i>Part 1: Reporting Certification Service Hub Certification (Extra Credit)</i>		Sun. Apr 7
13	Mon. Apr 8	<u>Understand</u> <i>Part 2: Topics</i> Feedback / Knowledge Base / Analysis	<u>Quiz</u> : Reporting <u>Certifications</u> : Reporting <u>Certifications</u> : Service Hub (Extra Credit) <u>Quiz</u> : Information Source	Sun. Apr 14
14	Mon. Apr 15	<u>Summary</u>	<u>Assignment</u> : Blog – Knowledge Base Article (Last date to submit)	Wed. Apr 24
	Wed. Apr 24	<i>Final Exam Day – Official End of the Semester Last Day to Submit Extra Credit & Assignments</i>	<u>Certifications (Extra Credit)</u>	Wed. Apr 24