<table>
<thead>
<tr>
<th>Date</th>
<th>TOPIC</th>
<th>CLASS/ BRIGHTSPACE ASSIGNMENT</th>
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| Module 0        | Getting Started                            | • READ the Getting Started Module materials on Brightspace  
  o Syllabus  
  o Course Timeline  
• SUBMIT your Student Introduction Discussion  
  o DUE Wednesday, January 23  
• SUBMIT your Syllabus Quiz  
  o DUE Wednesday, January 23 |
| JAN 22-JAN 23   |                                             |                                                                                                                                                               |
| Week 1/Module 1 | Audience Analysis (PR), Concepts, and Objectives | • READ the Module 1 materials on Brightspace  
• SUBMIT your Press Release Assignment  
  o DUE Wednesday, January 30  
• SUBMIT your Brochure Assignment  
  o DUE Sunday, February 3 |
| JAN 22- JAN 27  |                                             |                                                                                                                                                               |
| Week 2/Module 1 | Audience Analysis (PR), Concepts, and Objectives | • SUBMIT your Press Release Assignment  
  o DUE Wednesday, January 30  
• SUBMIT your Brochure Assignment  
  o DUE Sunday, February 3 |
| JAN 27- FEB 3   |                                             |                                                                                                                                                               |
| Week 3/Module 2 | Oral Communications                         | • READ the Module 2 materials on Brightspace  
• SUBMIT your Oral Communications Scenario Assignment  
  o DUE Wednesday, February 6  
• SUBMIT Oral Communications Scenario Assignment Discussion  
  o Initial Post DUE Wednesday, February 6  
  o Response Posts DUE Friday, February 8  
  o Reply Posts DUE Sunday, February 10 |
| FEB 3- FEB 10   |                                             |                                                                                                                                                               |
| Week 4/Module 2 | Oral Communications | • COMPLETE Oral Presentation with PowerPoint  
|                |                    | • SUBMIT Oral Presentation with PowerPoint Discussion  
| FEB 10- FEB 17 |                    |   o Initial Post DUE Wednesday, February 13  
|                |                    |   o Response Posts DUE Friday, February 15  
|                |                    |   o Reply Posts DUE Sunday, February 17  
| Week 5/Module 3 | Electronic Communications | • READ the Module 3 materials on Brightspace  
| FEB 17- FEB 27 |                    | • SUBMIT your Email Assignment  
|                |                    |   o DUE Sunday, February 24  
| Week 6/Module 4 | Social Media Communications | • READ the Module 4 materials on Brightspace  
| FEB 27- MAR 3  |                    | • SUBMIT your Comparative Analysis of Social Media Channels Assignment  
|                |                    |   o DUE Sunday, March 3  
| Week 7/Module 4 | Social Media Communications | • Complete YouTube Assignment  
| MAR 3- MAR 10  |                    | • SUBMIT YouTube Assignment Discussion  
|                |                    |   o Initial Post DUE Wednesday, March 6  
|                |                    |   o Response Posts DUE Friday, March 8  
|                |                    |   o Reply Posts DUE Sunday, March 10  
| Week 8         | Wrapping Up!       | • SUBMIT your Blogpost Assignment  
| MAR 10- MAR 13 |                    |   o DUE Wednesday, March 13  
|                |                    | • SUBMIT your Legacy Discussion  
|                |                    |   o DUE Friday, March 15 |