

**University of North Texas at Dallas**  
**SPRING 2024**  
**SYLLABUS**

| <b>COMM 3331.001: Social Media Campaigns      3 HRS</b> |  |                  |                           |
|---|--|------------------|---------------------------|
| <b>Department of</b>                                    | Communication & Digital Media  | <b>School of</b> | Liberal Arts and Sciences |
| <b>Instructor Name:</b>                                 | Gabe Otteson, "Professor O" or "Mr. O"   |                  |                           |
| <b>Office Location:</b>                                 | FH 206   |                  |                           |
| <b>Office Phone:</b>                                    | 972-338-1869   |                  |                           |
| <b>Email Address:</b>                                   | <a href="mailto:Gabriel.Otteson@untDallas.edu">Gabriel.Otteson@untDallas.edu</a>   |                  |                           |
| <b>Office Hours:</b>                                    | MW 12:00 pm – 2:00 pm<br>TTH 10:00 – 11:00; Online by appointment  |                  |                           |
| <b>Course Format/Structure:</b>                         | Face to-Face   |                  |                           |
| <b>Classroom Location:</b>                              | FH 243   |                  |                           |
| <b>Class Meeting Days &amp; Times:</b>                  | MW 2:30 – 3:50   |                  |                           |
| <b>Course Catalog Description:</b>                      | Development of integrated media campaigns through social media tools, platforms, and channels. Campaign life cycles from invention to implementation, evaluation, and measurement of engagement.   |                  |                           |
| <b>Prerequisites:</b>                                   | COMM 2311 with a grade of C or better.   |                  |                           |
| <b>Co-requisites:</b>                                   | None.  |                  |                           |
| <b>Required Text:</b>                                   | <ul style="list-style-type: none"> <li>• Luttrell, R. (2022). Social media: How to engage, share, and connect, (4th ed.). New York: Rowman &amp; Littlefield. (ISBN: 978-1538110799)</li> <li>• Quesenberry, K. A. (2019). Social media strategy: Marketing and advertising in the consumer revolution, (2nd ed.). New York: Rowman &amp; Littlefield. (ISBN: 978-1538101353)</li> <li>• Social media accounts, including but not limited to Instagram, Facebook, Twitter, Snapchat, Pinterest, and YouTube.</li> <li>• Additional readings and videos will be posted on Canvas</li> <li>• Access to a computer with Microsoft Office</li> </ul>       |                  |                           |
| <b>Recommended Text and References:</b>                 | <ul style="list-style-type: none"> <li>• American Psychological Association. (2020). <i>Publication manual of the American Psychological Association</i>, (7<sup>th</sup> ed.). Washington, D.C.: American Psychological Association.</li> <li>• The Mass Communication student companion website: <a href="http://edge.sagepub.com/hanson8e">http://edge.sagepub.com/hanson8e</a></li> <li>• OWL Purdue Online Writing Lab at <a href="http://owl.english.purdue.edu/owl/resource/560/1/">http://owl.english.purdue.edu/owl/resource/560/1/</a></li> <li>• Additional readings and materials may be supplied in class or posted to Canvas.</li> </ul> |                  |                           |

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| <b>Access to Learning Resources:</b>   | <b>UNT Dallas Library:</b><br>Phone: (972) 338-1616;<br>Website URL: <a href="http://www.untdallas.edu/library">http://www.untdallas.edu/library</a><br><b>UNT Dallas Bookstore:</b><br>Phone: (972) 780-3652;<br>Website<br>URL: <a href="https://www.bkstr.com/northtexasatdallasstore/home">https://www.bkstr.com/northtexasatdallasstore/home</a><br>Email: <a href="mailto:untdallas@bkstr.com">untdallas@bkstr.com</a>   |
| <b>Canvas Resources</b><br><b>Supported Browsers:</b> <ul style="list-style-type: none"> <li>• Chrome 67 &amp; 68</li> <li>• Firefox 60 &amp; 61</li> <li>• Flash 29, 30 (for audio/video)</li> <li>• Respondus Lockdown Browser</li> <li>• Safari 10, 11</li> </ul> <b>Supported Devices:</b> <ul style="list-style-type: none"> <li>• iPhone</li> <li>• Android</li> <li>• Chromebook</li> </ul> <i>Note: Tablet users can use the Canvas app</i><br><b>Screen Readers:</b> <ul style="list-style-type: none"> <li>• VoiceOver (Safari)</li> <li>• JAWS (Internet Explorer)</li> <li>• NVDA (Firefox)</li> </ul> <i>Note: There is no screen reader support for Canvas in Chrome</i> | <b>Getting Help with Canvas:</b><br><b>Canvas 24/7 Phone Support for Students: 1-833-668-8634</b><br><b>Canvas Help Resources:</b><br><br><b>Canvas Student Guide</b><br>- <a href="https://community.canvaslms.com/docs/DOC-10701">https://community.canvaslms.com/docs/DOC-10701</a><br>For additional assistance, contact Student Assistance (UNT Dallas Distance Learning):<br>DAL1, Room 157<br>Phone: 972-338-5580<br>Email: <a href="mailto:distancelearning@untdallas.edu">distancelearning@untdallas.edu</a><br><br><b>If you are working with Canvas 24/7 Support to resolve a technical issue, please keep me updated on the troubleshooting progress.</b><br><br><b>If you have a course-related issue (e.g., course content, assignment trouble, quiz difficulties), please contact me during office hours or by email.</b> |
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| <b>Course Goals or Overview:</b><br>Social Media Campaigns gives students advanced experience in crafting integrated and sustained media campaigns through social media tools. Students will learn to craft social media campaigns across multiple social media channels, and will learn the strategy and process of campaign lifecycles, from invention to implementation, evaluation, and measurement of engagement via impressions, clickthrough rate, and reach.   |  |
| <b>Learning Objectives/Outcomes:</b> At the end of this course, students will be able to:  |  |
| 1  | Apply the processes and strategies of building successful, integrated social media campaigns.  |
| 2  | Integrate messages across multiple social media outlets.   |
| 3  | Evaluate and measure the success of social media campaigns.  |

## Course Outline

This schedule is tentative, and as a result is subject to change by the instructor. Any changes to this schedule will be communicated in class, via Canvas announcement and/or via email. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections of Canvas.

## Key Dates

Please take note of the following key dates for the spring term:

|   |   |
|---|---|
| <b>1/16/24</b> Registration Deadline                  | <b>3/11 – 3/15/24</b> Spring Break – No Classes                         |
| <b>1/16/24</b> First Day of Class                     | <b>3/6/24</b> Midterm Grades Due  |
| <b>1/18/24</b> Late Registration Deadline             | <b>3/29/24</b> Last day to drop a class with a "W"                      |
| <b>1/18/24</b> Last Day to Add a class                | <b>4/12/24</b> Last day to drop ALL courses with a W                    |
| <b>1/31/24</b> Census Day                             | <b>5/2/24</b> Last day of instruction – last day to file for incomplete |
| <b>1/31/24</b> Last day to drop a class without a "W" | <b>5/6 - 5/11/24</b> Final Exams  |

## Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

1. **Participation (110 points):** Participation and attendance is a significant element in learning process and understanding of complex concepts is best facilitated through dialogue. Thus, **your participation in this course is imperative**. Participation points are awarded daily and CANNOT be made up, even with an excused absence. Failure to appear in class will result in a participation grade of 0 for the day.
2. **Social Media Profile Analysis Presentations (150 points total):** You will evaluate 5 different social media profiles across the five platforms: Instagram, YouTube, Facebook, Twitter, and a fifth visual social media platform used by the corporation, including but not limited to Snapchat, Pinterest, or Tumblr. Selection of the different profiles should be a business or professional account and is at the discretion of the student (with instructor approval). The same client should be selected for each social media account, so that you will have the most complete picture of how the organization utilizes social media.  
  
Analysis will look at the effectiveness of social media use by the organization. You will identify strengths and weaknesses in their social media use for each of the platforms and make recommendations for improving the weaknesses or ways to build upon the strengths within a given platform. N.B. Your analysis should draw on course content.
3. **Class Discussion Facilitation (120 points):** Working in a small group (3), you will facilitate a class discussion. On the date you and your partners select, you must be prepared to organize the class discussion, providing relevant handouts or sharing visuals that highlight the concepts you are covering for the selected class period. Your facilitation should be no fewer than 45 minutes in length and **must** include outside scholarly resources to aid in understanding of the lesson you are covering. Date selection for this assignment will be done during the second week of class.
4. **Social Media Campaign (500 points):** The major assignment in this course will be to create a full-scale social media campaign for a [real-world] client. Working in a team, you will research the client assigned to your team and develop a social media strategy, producing content and reviewing analytics. **N.B. You will be graded on this assignment by your client as well as your professor.**

Your assignment will be broken up into five components:

- a. Intake meeting (100 points): Early in the term you and your team will schedule and meet with your assigned client. This is an intake meeting where you will interview your client about their organization, their social media needs, and their expectations for a social media campaign.
- b. Campaign Development and Presentation to Client (100 points): After your intake meeting with your client, you and your team will develop a social media plan for your client and present it to them. During this second meeting with your client, you will document feedback from the client about your proposal and make changes to your plan before implementing it.
- c. Campaign Implementation and Presentation to Client (150 points): The third stage of this project is to implement your social media campaign for your client. During this time your team will be tasked with documenting and analyzing the success of the campaign you have created. At this time, you should be communicating with your client regularly and integrating any adjustments they recommend to the course of action you have chosen. At the close of the project, you will present your work to the client, detailing work you have completed in their chosen social media outlets and an analysis of the results.

You are required to hold 3 formal meetings with your client, but you may exceed that number of meetings at your team's and client's discretion. Formal meetings either must be recorded and the recording submitted with your campaign plan or you must invite me to your meeting with your client. All team members are required to attend client meetings—no exceptions. Failure to attend a client meeting will result in a zero for the part of the assignment corresponding with the missed meeting.

- d. Campaign Report and In-Class Presentation (100 points): At the end of the semester, your team will submit a report (online) and deliver a presentation of your work and findings to the class (as if presenting to the client). Your final assignment in the course will entail presenting the social media you and your team designed to the entire class. Presentations should include a description of the organization, expectations from the client, strategies implemented, and successes/failures with the implemented strategies, as well as a brief analysis of why those strategies worked/failed. This presentation will take place during the last week of class.
- e. Peer Evaluation (50 points): Accountability is important, both to your client and to your teammates. Your final element in the campaign assignment will be to assign a grade to yourself and your peers for your performance on the assignment, including attending to the client's needs/wants and the effectiveness of working in a team structure. In this part of the assignment, you will select your role and responsibility in the group and will evaluate and be evaluated by your group members at the conclusion of the project.

### **Extra Credit Opportunities**

Extra credit is given at the discretion of the instructor and may be based on current events, topics discussed in class, or relevant campus dialogues taking place. Please do not ask for extra credit. You will know if it is offered.

### **Grading Matrix:**

Each of the following assignments will be detailed thoroughly on Canvas. Be sure to access Canvas frequently for assignment guidelines and other important class documents.

Participation

110 points

|   |                    |
|---|--------------------|
| Social Media Profile Analyses Presentations                     | 270 points         |
| Class Discussion Facilitation                                   | 120 points         |
| Social Media Campaign   | 500 points         |
| Intake meeting (100 points)                                     |                    |
| Campaign Development and Presentation to Client (100 points)    |                    |
| Campaign Implementation and Presentation to Client (150 points) |                    |
| Campaign Report and In-Class Presentation (100 points)          |                    |
| Peer Evaluation (50 points)                                     |                    |
| <b>Total</b>  | <b>1000 points</b> |

Your final grade is based on a total out of 1000 points.

900-1000 = A      800-899 = B      700-799 = C      600-699 = D      599 ↓ = F

## **Course Policies and Expectations**

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### **Late work Policy**

- Late case studies or presentations may earn a zero if presentations aren't completed as scheduled.
- 25% point deduction for late work.
- 50% point deduction for any work turned in more than one week late

**Last date to turn in late work: Thursday May 2, 11:59 pm. (last day of instruction)**

Your instructor retains the right to modify this policy as situations warrant.

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**Missing Class:** If you miss class, it's entirely your responsibility to find out what in-class activity, reading, exercise you missed so that you can get caught up and anything that you missed turned in on time. Handouts, powerpoints, assignments, and the like will be posted on the class Canvas, though they may not always be posted immediately after class; so my advice would be to get and keep in contact with your classmates and use each other as resources.

### **Assignment Policy**

Students are expected to read assigned material before class and participate actively in class. This includes actively engaging in class discussion and group exercises as well as taking notes on lecture material. It is your responsibility to know what is done in class and any changes in the syllabus even if you are absent.

Additionally, please be prepared to present on your assigned presentation date. Please note that because time is limited for makeup assignments, if you miss class the day you are expected to deliver a presentation, you may not be able to make up the presentation. Make-ups will be considered only for major emergencies or serious illnesses when properly documented. If you should arrive late, please do not enter the classroom while a student presenter is speaking. You could disrupt their train of thought and you certainly would distract the audience. Wait outside until that student has finished, and then enter. Better yet, come on time!

## **Presentation Policies**

All presentation topics must also be approved. Please be considerate and mindful when choosing presentation topics. Please also be mindful of the topic choices of others. It is important that this be a SAFE environment for everyone. Key to effective communication includes making appropriate choices when delivering a presentation. No profanity or content of a graphic nature. PowerPoints/Prezis must be legible and visually appealing. Adhere to the following rule. A visual aid must contain 2 elements: 1) It must be visual, and 2) It must aid. Unprofessional presentation aids will negatively impact your grade. Dress appropriately and professionally for each of your presentations and do not interrupt your peers' presentations, when you are an audience member.

**Participation in Intercollegiate Athletics:** Student-athletes participating in UNT Dallas Athletics have the responsibility of being students first. This means that it's your responsibility to:

- Communicate any potential absences due to participation in UNT Dallas Athletics events/competitions to your instructor in writing prior to the date of the absence in order for the absence to be excused
- Complete any and all resulting missed work within a reasonable time period
- Ensure that required Athletics compliance forms are submitted at the required times and filled out accurately. (Remember, it's your eligibility, not your instructors'.)

**Communication:** In the real world stuff happens. Life happens. Especially during circumstances like these. If a technological or life situation happens that impacts your ability to work well in this course, the single most important thing you can do is COMMUNICATE. (You know, the thing you're all studying?) I am willing to work with you (within reason) on managing class stuff but I can't do anything if I don't know what's going on. Same goes for your fellow classmates. We're all in this together, but we can't help unless you communicate with us.

**Academic Dishonesty and Plagiarism:** Don't. Just don't. All of your work is expected to be your own original work produced for this course. Passing off someone else's work as your own, or submitting work done for another course, one which triggers the involvement of more people than just your professor (Program Coordinator, Dean of Students, possibly the LAS Dean and/or Provost). Don't be dumb.

## **Ethics and Integrity**

Students are expected to complete their own original work, including but not limited to assigned work in class or at home, examinations, and research-based projects. It is academic dishonesty to use the ideas, data, or language of another without specific or proper acknowledgement. If you use ideas of others, regardless of who those individuals are (experts in their field, websites, friends from class, etc.), you must provide proper citation. Cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, tampering with the academic work of other students, use of Artificial Intelligence software to complete your work (unless explicitly permitted), or any other form of dishonesty will be dealt with severely. Students will be subjected to disciplinary action under university regulations.

## **University Policies and Procedures**

**Students with Disabilities (ADA Compliance):** The University of North Texas at Dallas makes reasonable academic accommodations for students with disabilities. Students seeking accommodations must first register with the Disabilities Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be

delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delays in implementation. Note that a student must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letter during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untdallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at [UNTDisability@untdallas.edu](mailto:UNTDisability@untdallas.edu) on the first floor of the Student Center.

**Grade of Incomplete:** In order to receive an incomplete in this course, the Grade of Incomplete Form posted on the Registrar forms site must be completed, signed and returned to the Office of the Registrar by the deadline posted in the Academic Calendar. (For 16-week session, that deadline is May 2, 2024. For other questions related to grade of incomplete, contact Dr. Dawn Remmers, Assistant Provost, at [dawn.remmers@untdallas.edu](mailto:dawn.remmers@untdallas.edu).

**Disruptive Behavior:** Students are expected to engage with the instructor and other students in this class in a respectful and civil manner at all times to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absence for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible for providing missed material. In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work. The Code of Student's Rights, Responsibilities, and Conduct (UNT Policy 7.001 found at <https://www.untdallas.edu/hr/upol>) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment. You are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

**CoursEval Policy:** Student evaluation of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

**Assignment Policy:** Students are expected to read assigned material before class and participate actively in class assignments. This includes actively engaging in class discussion and

group exercises as well as taking notes on lecture material. It is your responsibility to know what is done in class and any changes in the syllabus even if you are absent.

**Academic Integrity:** Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the UNT Dallas Academic Integrity Policy in the appropriate Catalog at <http://dallascatalog.unt.edu>.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

**Web-based Plagiarism Detection:** Please be aware in some courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

**Bad Weather Policy:** Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information, please refer to <http://www.untdallas.edu/police/resources/notifications>

If bad weather affects your ability to engage in course content, communicate with your instructor and team members (when applicable) ASAP.

**Diversity/Tolerance Policy:** Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNT Policy 7.001)

## **Class Policies and Expectations**

### **Active Learning**

You are expected to take an active role in learning. If you are having trouble, come and see me – I will be glad to help. If there are things you do not understand, raise questions in class, as others may benefit from your inquiry, and may also be able to help you. Remember, you're all in this together so feel free to use each other for support as well. If you are hesitant to speak up in class, stop by after class or send me an email. I am here to assist in your learning, so do not hesitate if you need clarification or assistance.

### **Missing Class**

To help you get information about any class that you miss, check with your classmates to gather any important info you may have missed. Handouts and assignments given out will be posted to the class Canvas, so check there too. If you ask Mr. O if you missed anything important and you didn't check those sources first, you may not like the answer you receive.



## **Plagiarism**

Students need to do original work and properly cite sources. For example, be aware of plagiarism—directly copying more than 3 or 4 words from another author without quoting (not just citing) the author is plagiarism. Cheating, plagiarizing, falsification, misrepresentation or any other form of dishonesty will be dealt with severely. Students will be subjected to disciplinary action under college regulations.

## **Social Media Account Creation**

In this course, students will be required to open accounts on various social media sites. Students may use their real name or develop an anonymous online persona on these accounts. Some assignments require posting to these accounts.

## **Social Media Policy**

Although I do maintain a broad social media presence, including multiple blogs, Facebook, Twitter, LinkedIn, Tumblr, Pinterest, Snapchat, Instagram, etc., if you use one of these platforms to contact me, I may not notice, and I definitely will not respond. Please note: I do not send or accept friend requests of current students through social media. If there is something you would like to share with me, please email me the link for your social media post.

## **Grade Disputes**

Grades will be discussed only during the instructor's office hours. Please do not ask grade questions during class time. If you have an issue with your grade, please wait 24 hours, but no later than 48 hours before submitting an email articulating your concern about your grade. Please include a reference to the work in question. This will give both the instructor and the student time to carefully review all of the information. After 48 hours, your grade will not be changed.

## **Citizenship**

This is a communication course and the very nature of the makeup of our community speaks to cultural diversity. Naturally, respectful language is at the core of a course such as this. Please be mindful of the language and terms you use when speaking and writing. Communication shapes the way in which we see the world and the words we use matter. Each of us is responsible for creating a positive learning environment. Respectful class participation includes contributing ideas that relate to the topic, asking questions to clarify understanding, responding thoughtfully when called upon, and giving respectful attention to the instructor and classmates. Good communication skills include listening carefully to diverse opinions, analyzing what is said, clearly stating opinions without personal put-downs, encouraging classmates, synthesizing new information, and applying it. Disrespectful communication includes interrupting or attacking others, monopolizing the conversation, carrying on side conversations, and using personal technology for purposes other than classroom activity. A positive classroom environment improves learning for both the individual student and for the class as a whole.

## **Drop/Withdrawal Policy**

Withdrawing from a course is a formal procedure which **YOU** must initiate; the instructor cannot do it for you. You may withdraw from a class in either Admissions or Advising. If you stop attending or are unable to complete this class and you do not withdraw before the official drop date, you will receive a performance grade, usually a grade of "F." Students sometimes drop a class when help is available that would enable them to continue. Please discuss your plans with the instructor if you feel the need to withdraw.

## **College-Level Reading, Writing, and Speaking Skills**

College-level reading, writing, and speaking are expected. If your outlines or presentations do not meet college-standards, you will not receive credit for them. If you find you need help correcting grammatical and word choice errors, I strongly advise you to meet with a tutor in The Learning Center (M-216).

*In addition to specific requirements for each paper assignment, please note the following guidelines in preparing all assignments:*

- All written assignments must be typed.
- Format: Double-spaced, 12pt standard font (Arial, Calibri, Times New Roman), 1" Margins, adhering to the APA Style Guide and/or indicated script format.
- All assignments must be submitted through Canvas **before** 11:59 pm the day they are due. In the event of a technical issue, you may email the file to Mr. O **BEFORE 11:59 pm AND** submit the file through Canvas when you are able.
- Be sure to proof read your written work before submitting in order to correct any grammatical errors or spelling mistakes. **Please note that grammar and spelling are considered in grading. Knowing how to write properly is an essential part of communication.**

**\*\*\*If these requirements are not met, points will be deducted from your paper grade.\*\*\***