

Sprint #5 - 03/07 – 03/17

Sprint #1 Purpose: Campaign Iteration: Build, Distribute, Promote & Evaluate

Session #	Date	Topic(s)	Learning Resources
19.	R. 3/09	Paid Media III: Programmatic	<input type="checkbox"/> Ch. 17: Pg 264 - End <input type="checkbox"/> Ch. 14 <input type="checkbox"/> Spotify Ad Certification <input type="checkbox"/> Spotify Ad Strategy Materials on Canvas
20.	R. 3/16 1-3 pm	Last Chance IPB Workshop (if needed)	<input type="checkbox"/> Materials on Canvas

Assignments (Check Canvas for Due Dates)

	Activity	→	Deliverable
Individual	Posttest B Spotify Ad Platform	→	Complete Posttest B Spotify Ad Platform Posttest B on Canvas
Individual	Spotify Focus Groups		Participate in Spotify Focus Group(s)
Individual	Complete IPB Creative Strategy	→	IPB Creative Strategy due on Canvas, Fri of finals week at 5 pm
Individual	Complete IPB Website	→	IPB Project Website Link due on Canvas, Fri of finals week at 5 pm
Individual	Team Evaluations	→	Submit Evaluation Form on Canvas
Team	Sprint #5 Planning Meeting	→	Pre-Roll: Starting Sprint Backlog Kanban: Submitted by PM
Team	Sprint #5 Execution		Mid-Roll: Midpoint Sprint Backlog Kanban: Submitted by PM
Team	Sprint #5 Retrospective Review & Retrospective	→	Post-Roll: Finished Sprint Backlog Kanban: Submitted by PM
Team	Promote Version #3 Product		Product Evaluation #3: Sprint Analysis Submission on Canvas
Team	Evaluate Version #3 Product	→	
Class	External Client Spotify Ad Campaign Execution & Evaluation	→	Spotify Ad Campaign Evaluation: Campaign Analysis Submitted by PM

During this sprint, we will discuss other IMC methods in conjunction with the topics in the schedule.

#	Date	Topic	Reading & Resources	Assignments
Other IMC Methods				
	TBD	Direct Marketing <input type="checkbox"/> Event Marketing <input type="checkbox"/> Sales Promotions <input type="checkbox"/> Point of Purchase Promotions	<input type="checkbox"/> Direct Marketing Canvas <input type="checkbox"/> Ch. 17 <input type="checkbox"/> Ch. 16: 338 - 346 <input type="checkbox"/> Ch. 15: Pg. 314 – 332	<input type="checkbox"/> N/A