* **Final exam and course grade and Digital certifications**

Posted on: Wednesday, May 8, 2024 8:00:00 AM CDT

Hello,

**Final exam:**The pending grades have been posted. **The final exam average grade was 74 but the median was 80, there is a small cluster of scores that bring the average down**. As occurred with the midterm, there were several final exam grades over 90 (95 was the highest grade) but some 15% were below 60. Overall, the class did well in the short answer questions, showing business acumen, and not defaulting to tactics or what is popular (e.g., organic social media). I was lenient with the short answer question credit.  Next to the final exam grade, you may see a bubble if there was feedback for the short answer questions.  I graded 100% of the final exam, no TA was involved.as also ocurred with digital project grading

**Class final numeric and letter grades:**I have added a Course numeric grade column; and a column "Course numeric grade before curve". There is a 2-point curve for the course-not the final exam so more substantial. After this curve, the **numeric class average grade was 88 or a B+; 47% of the class made an A, and 49% a B**. **There are too many students borderline between different grades (A- to an A, B to B+, etc) to move any one student up. This is in fairness to everyone.  The numeric to letter grade conversion table is in the syllabus.**

**Digital Careers** - Finally, to those interested in pursuing a digital internship or career, below is a list of suggested certifications/skills (and ChatGPT) as well as local area digital clubs

Good luck with your degree and career, and congratulations to those graduating next week

Alex Edsel

[**Google Ad certifications-**](https://skillshop.exceedlms.com/student/catalog/list?category_ids=2844-google-ads-certifications&utm_source=website_17th_sep&utm_medium=get_certified_menu&utm_campaign=google_ads_1st_tier) complete some of the other Google advertising certifications

[**Google Analytics**](https://analytics.google.com/analytics/academy/)(Basic and Advanced exams) – **FREE**

[**HubSpot**](https://www.hubspot.com/resources/courses)offers a number of free courses including ones offering social media and inbound marketing certification, and many others.

[**Meta/Facebook Blueprint** l](https://www.facebook.com/business/learn/certification?ref=ens_rdr)ets you earn credentials to set yourself apart as a Facebook-certified professional. The exams cost $150.00. Courses are available in the following languages: English, German, Japanese, Korean Portuguese, Spanish, and Traditional Chinese.

**Basic HTML skills**can be learned in a few hours for **FREE**at [https://www.w3schools.com/html](https://www.w3schools.com/html/)/

**Tableau**The software is very easy to learn on your own. Go here to sign up for free:  [**https://www.tableau.com/academic/students**](https://elearning.utdallas.edu/webapps/blackboard/execute/%20https:/www.tableau.com/academic/students%20%20%20) They  have video tutorials etc. You can also take affordable [**Udemy**](https://www.udemy.com/courses/search/?src=ukw&q=Tableau)or [**Coursera**](https://www.coursera.org/courses?query=tableau)classes.

**Intermediate Excel**. There are many online sources for this training. Check out [Udemy](https://www.udemy.com/courses/search/?src=ukw&q=Intermediate+Excel) and [Coursera](https://www.coursera.org/learn/excel-intermediate-1).

[**Microchallenges**](https://www.kaggle.com/search?q=Microchallenges)-Solve these ultra-short challenges to build and test your skills.

[**Free Adobe Creative Cloud Tutorials**](https://helpx.adobe.com/creative-cloud/tutorials-explore.html)including getting to know Photoshop, Illustrator, InDesign, After Effects, and more.

[**Adobe InDesign Classes from Udemy**](https://www.udemy.com/indesign-tutorial-basics-course/?gclid=Cj0KCQiA28nfBRCDARIsANc5BFB5C9eaMeppsp-PWwM055AuIGmswHfxiRxEcgoB0CoNidz0KQP-vd8aAgPrEALw_wcB&amp;amp%3Bamp%3Bk_clickid=1f82d56e-ce1a-465b-811a-aeb36427ba5e_k_Cj0KCQiA28nfBRCDARIsANc5BFB5C9eaMeppsp-PWwM055AuIGmswHfxiRxEcgoB0CoNidz0KQP-vd8aAgPrEALw_wcB_k_&amp;amp%3Bamp%3Bmatchtype=b&amp;amp%3Bamp%3Butm_campaign=NEW-AW-PROS-TECH-Design-AdobeIndesign-EN-ENG_._ci_1316728_._sl_ENG_._vi_TECH_._sd_All_._la_EN_._&amp;amp%3Bamp%3Butm_content=_._ag_class_._ad_279783643674_._de_c_._dm__._lo_9060118_._&amp;amp%3Bamp%3Butm_medium=udemyads&amp;amp%3Bamp%3Butm_source=adwords&amp;amp%3Bamp%3Butm_term=_._pl__._pd__._ti_aud-452969460374%3Akwd-295468390227_._kw_%2Badobe%2B%2Bindesign%2B%2Bclass_._)and [**After Effects**](https://www.udemy.com/after-effects-cc/?utm_source=adwords-learn&amp;amp%3Bamp%3Butm_medium=udemyads&amp;amp%3Bamp%3Butm_campaign=NEW-AW-PROS-TECH-US-DSA-1-EN-ENG_._ci__._sl_ENG_._vi_TECH_._sd_All_._la_EN_._&amp;amp%3Bamp%3Butm_content=deal4584&amp;amp%3Bamp%3Butm_term=_._ag_60674439291_._ad_267594190445_._de_c_._dm__._pl__._ti_aud-296047865446%3Adsa-304639796103_._li_9060118_._pd__._&amp;amp%3Bamp%3Bgclid=Cj0KCQiA28nfBRCDARIsANc5BFC4eK60dbW5bH9xO)as low as $13.99 depending on when you sign up. Prices vary by demand.

[**Adobe Photoshop course from Udemy**](https://www.udemy.com/learn-adobe-photoshop-from-scratch/)**.**Learn from scratch for $15.99.

DIGITAL ASSOCIATIONS & EVENTS –in no particular order

**Former Social Media Breakfast Club**started over 10 years ago as Social Media Breakfast Dallas. At the beginning of 2021 name was changed to reflect the building overlap social media has with all digital marketing campaigns. They are all so intermingled that we wanted to provide a platform that would more holistically serve our Dallas Digital Marketers. <https://www.dallasdigitalmarketers.org/>

**The Dallas Digital Analytics Association**The DAA exists to help organizations illuminate and overcome the challenges of data acquisition, exploration, deduction, and application. The DAA is a not-for-profit, volunteer-powered association, and strives to help individuals become more valuable through education, community, research and advocacy. <http://www.digitalanalyticsassociation.org/>

[**DFW Interactive Marketing Association**](http://www.dfwima.org/): The leading forum for interactive marketing in the DFW Metroplex, the [DFW Interactive Marketing Association](http://www.dfwima.org/)is a forum for local interactive professionals, businesses and educators dedicated to sharing ideas, information and best practices that will help define and develop the growing interactive marketing industry and its disciplines.

[**Dallas User Experience Group**](http://www.meetup.com/Dallas-User-Experience-Group/)**:**Serving the needs of web designers and other usability professionals in the DFW area, the [Dallas User Experience Group](https://www.meetup.com/Dallas-User-Experience-Group/)is the local chapter of [User Experience Professionals](https://uxpa.org/) [Association.](https://uxpa.org/)

[**DFW Search Engine Marketing Association**](https://www.dfwsem.org/):Its goal is to promote search-engine marketing and increased ROI for companies and  their  websites through best practices. The [**DFW SEM**](https://www.dfwsem.org/)[**Association**](https://www.dfwsem.org/)has a State of Search conference in October. Members are highly skilled in the areas of copywriting; web hosting, web design, web analytics, internet application development, affiliate-program development and strategy, social media, search-engine optimization, pay-per-click campaigns, and emerging media.

Posted by: Alexander Edsel

Posted to: MKT 6321.0W1 - Interactive and Digital Marketing - S24

* **Group project, exam and grading timeline**

Posted on: Thursday, May 2, 2024 5:30:51 PM CDT

Hello

1. A reminder that the final exam is at the test center. Also becuase it is an in person exam, back tracking IS allowed. See the final exam announcement that was posted on 4/01 for more details

2. The group project grades and feedback have been posted or emailed . Please monitor your email in case you have been notified of a peer evaluation issue

3. My goal is to compete the final exam grading and overall course grade by end of day Weds May 8th at which time I will post an announcement showing the class average, and if a curve, etc

Thank you

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