



Marketing 423
Digital Marketing
Fall 2021

Time: 9:30 – 10:45am Tuesdays and Thursdays

Room: McClelland Hall Rm 134

I am planning to record the live Zoom sessions for this class. Students may access this content on D2L only, but cannot modify the content or re-use it for any purpose other than personal education. Students accessing unauthorized recordings or using them in a manner inconsistent with UArizona values and educational policies are subject to suspension. All recordings are the property of the instructor.

Instructor and Contact Information

Professor: Dr. Caleb Warren
e-mail: calebwarren@arizona.edu OR calebwarren12@gmail.com
Office Hours: By appointment (on zoom or in McClelland 320N)
Teaching Assistant: Alfonso Laurent (lalaurent@email.arizona.edu)

Course Websites:

- (a) d2l.arizona.edu
- (b) <https://home.stukent.com/join/76E-598>

Class attendance:

- If you feel sick, or may have been in contact with someone who is infectious, stay home. Except for seeking medical care, avoid contact with others and do not travel.
- Notify me if you will be missing an in person or online course.
- You will not receive an automatic extension on a due date nor can I reschedule a quiz if you miss a class, regardless of the reason why you are absent. However, if you contact me beforehand, I will try to make alternative arrangements so you do not fall behind.
- If you must miss the equivalent of more than one week of class, you should contact the Dean of Students Office DOS-deanofstudents@email.arizona.edu to share documentation about the challenges you are facing.
- Voluntary, free, and convenient [COVID-19 testing](#) is available for students on Main Campus.
- COVID-19 vaccine is available for all students at [Campus Health](#).
- Visit the [UArizona COVID-19](#) page for regular updates.
- Please wear a mask
- The UA's policy concerning Class Attendance, Participation, and Administrative Drops is available at: <http://catalog.arizona.edu/policy/class-attendance-participation-and-administrative-drop>

- The UA policy regarding absences for any sincerely held religious belief, observance or practice will be accommodated where reasonable, <http://policy.arizona.edu/human-resources/religious-accommodation-policy>.
- Absences pre-approved by the UA Dean of Students (or Dean Designee) will be honored. See: <https://deanofstudents.arizona.edu/absences>

Academic advising:

If you have questions about your academic progress this semester, please reach out to your academic advisor (<https://advising.arizona.edu/advisors/major>). Contact the Advising Resource Center (<https://advising.arizona.edu/>) for all general advising questions and referral assistance. Call 520-626-8667 or email to advising@.arizona.edu

Life challenges:

If you are experiencing unexpected barriers to your success in your courses, please note the Dean of Students Office is a central support resource for all students and may be helpful. The [Dean of Students Office](#) can be reached at (520) 621-2057 or DOS-deanofstudents@email.arizona.edu.

Physical and mental-health challenges:

If you are facing physical or mental health challenges this semester, please note that Campus Health provides quality medical and mental health care. For medical appointments, call (520) 621-9202. For After Hours care, call (520) 570-7898. For the Counseling & Psych Services (CAPS) 24/7 hotline, call (520) 621-3334.

Texts & Materials

Textbook. This course uses a digital textbook that can be accessed by registering for the course through Stukent's website: <https://home.stukent.com/join/76E-598>

Simulation. This course will be using an online advertising simulation called the MimicPro Simulation, which will be accessed from the same website.

Computer. To participate in the class, you will need to bring a laptop or tablet computer to class.

Required Certifications

Google Analytics for Beginners

- <https://analytics.google.com/analytics/academy/>
- Takes approximately 3 to 6 hours

Hubspot Content Marketing

- <https://academy.hubspot.com/courses/content-marketing>
- Takes approximately 5 to 8 hours

Google Search Ads Certification

- https://skillshop.exceedlms.com/student/catalog/list?category_ids=2844-google-ads-certifications
- More info here: <https://adespresso.com/blog/google-ads-certification-guide/>
- Takes approximately 3 to 4 hours

Google Display Ads Certification

- https://skillshop.exceedlms.com/student/catalog/list?category_ids=2844-google-ads-certifications
- More info here: <https://adespresso.com/blog/google-ads-certification-guide/>
- Takes approximately 2 to 3 hours

Hubspot Social Media Marketing Certification

- <https://academy.hubspot.com/courses/social-media>
- Takes approximately 4 to 6 hours

Description of Course

The proliferation of the internet, mobile, and other digital technologies has changed the nature of the marketplace and offered new opportunities for both consumers and marketers. This class will give you the theoretical understanding of the internet marketplace necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve their use of the internet.

Course Objectives

Students will learn the basics of digital marketing and how to implement a digital marketing strategy for a business.

Learning Outcomes

The course will help students learn about the following topics:

Website Development – Understand how to design websites that attract visitors and convert customers.

Web Analytics – Understand how to measure whether your online marketing is working and how to revise your tactics to improve performance.

Search Engine Optimization – Understand how search engines work. Use this knowledge to make recommendations on how to improve a website's organic search rankings.

Search Engine Marketing – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign's conversion rates.

Online Advertising – Understand the various methods of online display advertising. Create an online display ad campaign and measure its ROAS (return on ad spend).

Email Marketing – Understand and implement best practices in marketing to a database of current and potential customers via email.

Social Media – Utilize knowledge of social media tactics to design an effective social media campaign.

Course Conduct

- You should arrive to class on time and stay for the entire class. If you need to miss a class, arrive late, or leave early, let the instructor know beforehand.
- You should bring a laptop or tablet to class, but you should only use these devices for class activities.
- You should participate in class by asking questions, sharing your thoughts and experiences, and working with others during the in-class activities.

- If you know in advance that you will not be able to attend class (e.g., because you are sick), we can try to set up a zoom meeting to stream the class, but remote learning will not be offered by default.

Quiz Procedure:

- On quiz days, I recommend arriving at least 5 minutes before the beginning of class. Login to your D2L. The quiz will open promptly at 9:30am and you will only have 10 minutes to answer the questions. You are allowed to use a hand-written notes page, but you may not use any other materials (websites, books, etc.) during the quiz.

Grading

Scale (975 possible points)

A = 900 to 975 points

B = 800 to 899 points

C = 700 to 799 points

D = 600 to 699 points

F = Below 600 points

Participation: 100 points

Quizzes: 200 points

Exercises: 150 points

Certifications: 225 points

Simulation: 300 points

Final: Not required

If you miss another portion of class (e.g., Quizzes, Certifications, Simulation, etc.) because you were sick or for any other reason, you can take a final to replace the part that you were unable to complete.

Participation: 100 points

You earn participation points by adding value to the course for the other students. There are at least four ways that you can do this:

- Contribute to the discussions. You can ask questions, answer questions, make comments, state your opinion, or describe a relevant experience you've had during class.
- Help your classmates. You can work with other students in the class on all of the assignments except the quizzes. It is easier to learn together and often more fun. Another way to earn participation points is by helping your classmates complete the exercises, certifications, and simulation.
- Behave professionally. You should conduct yourself in a professional manner when you interact with others. If you are disrespectful to me or to other students, your grade will be greatly reduced.

Quizzes: 200 points

The beginning of each class after you have been assigned to read a book chapter will include a brief quiz. You will be allowed to bring a one-page, handwritten sheet of notes with you while taking the quiz; you will need to show me your note sheet if I ask.

Each quiz is worth 20 points and I will drop your two lowest quiz scores. You cannot make up a missed quiz, but you do get to drop your two lowest quiz scores. So, if you only miss one or two quizzes, they won't count against you.

You will take the quiz on D2L using a laptop in class. You may not use your phone or access the textbook or other web pages while you take the quiz, but you may use a handwritten note page.

Exercises: 150 points

You will need to complete eight exercises that we will start in class:

- Website (30 points)
- SEO exercise (20 points)
- Content exercise (20 points)
- Ad exercise (20 points)
- Email exercise (20 points)
- Social media exercise (20 points)
- Reputation management exercise (20 points)

The instructions for each exercise will be presented in class and posted on the D2L page.

You can earn partial-credit for late submissions.

Certifications: 225 points (45 points each)

- Google Analytics
- Hubspot Content Marketing
- Google Search Ads
- Google Display Ads
- Hubspot Social Media
- Grade rubric:
 - If you complete the certifications on time, you will receive 45 points.
 - If you complete a certification after the due date but before the last day of class, you will earn 30 points.

MimicPro Simulation: 300 points

In order to get practical experience implementing the concepts that we discuss in class, you will complete seven rounds of a simulation exercise. The simulation will help familiarize you with the concepts in your textbook. See the course website (<https://home.stukent.com/>) for details.

I will use the following rubric to calculate your grade for the simulation:

Rounds 1 and 2 (25 points per round)

- The first two rounds will be trial rounds. You will not be graded on your performance during these rounds. If you complete all parts of the simulation before the deadline, you will receive full credit.

Rounds 3 – 5 (50 points per round)

- 25 points per round for completing all parts of the simulation before the deadline
- The other 25 points per round will be allocated based on the profit that you earn, using the following scale:
 - 25 points for \$20,000+
 - 24 points for \$15,000 - \$19,999
 - 23 points for \$10,000 - \$14,999
 - 22 points for \$9,000 - \$8,999
 - 21 points for \$8,000 - \$7,999
 - 20 points for \$6,000 - \$5,999
 - 19 points for \$4,000 - \$3,999
 - 18 points for \$2,000 - \$1,999
 - 17 points for \$1,000 - \$999
 - 16 points for \$500 - \$499
 - 15 points for less than \$500
- You can earn half-credit for completing the rounds after the deadline

Rounds 6 – 7 (50 points per round)

- 25 points per round for completing all parts of the simulation before the deadline
- The other 25 points per round will be allocated based on the profit that you earn, using the following scale:
 - 25 points for \$35,000+
 - 24 points for \$30,000 - \$34,999
 - 23 points for \$25,000 - \$29,999
 - 22 points for \$20,000 - \$24,999
 - 21 points for \$17,500 - \$19,999
 - 20 points for \$13,500 - \$17,499
 - 19 points for \$10,000 - \$12,499
 - 18 points for \$5,000 - \$9,999
 - 17 points for \$2,500 - \$4,999
 - 16 points for \$1,000 - \$2,499
 - 15 points for less than \$1,000
- You can earn half-credit for completing the rounds after the deadline

Final Exam: Optional / Make Up

If you were unable to complete one of the other parts of the course, you can make up for it by completing a comprehensive final exam. The final will include a mix of multiple-choice questions and open-ended response questions. It will be worth the part of the class that you are using it to replace. For example, if you are taking it to replace the quizzes, it will be worth 300 points. If you are taking it to replace the simulation, it will be worth 300 points.

Tentative Schedule (this might change; check the class D2L page regularly for updates)

Date	Topic	Activity	Due
T 8/24	Intro	Syllabus	
R 8/26	Strategy/Websites	Lecture / Website exercise	
T 8/31	Guest Speaker: Jennifer Glorioso		Ch. 1 Quiz
R 9/2	Websites	Website exercise	Ch. 2 Quiz
T 9/7	Websites	Website presentations	Website exercise
R 9/9	Analytics	Lecture / Exercise	Ch. 3 Quiz
T 9/14	Guest Speaker: Björgvin Benediktsson		
R 9/16	Analytics	Analytics training	
T 9/21	SEO		Ch. 4 Quiz; Google Analytics certification
R 9/23	SEO	Hubspot training	
T 9/28	Guest speaker		SEO exercise; Ch. 5 Quiz
R 9/30	SEO	Lecture / Exercise	Hubspot Content Marketing certification
T 10/5	Advertising	Lecture	Ch. 6 Quiz Content exercise
R 10/7	Advertising	Google ads training	
T 10/12	Advertising	Exercise	
R 10/14	Simulation Introduction	Simulation	Keyword exercise
T 10/19			Google Search Ads certification
R 10/21	Advertising	Simulation	Simulation round 1
T 10/26	Advertising	Lecture	Ch. 7 Quiz
R 10/28	Individual work: virtual class	Google Ads training/ Simulation	Simulation round 2
T 11/2	Guest speaker: Brett Farmiloe (SEO)	Lecture / exercise	Ch. 8 Quiz Google Display Ads certification
R 11/4	Email	Simulation	Simulation round 3
T 11/9	Social media	Lecture / exercise	Ch. 9 Quiz Email exercise
R 11/11	Guest speaker: Kannyn Mcrae (Amazon)	Hubspot social media training / Simulation	Simulation round 4 Social media exercise

T 11/16	Social Media	Hubspot social media training	Ch. 10 Quiz
R 11/18	Guest speaker: Nick Campbell (Websites/SEO)		Simulation round 5
T 11/23	Happy Thanksgiving!	No class	Simulation round 6
T 11/30	Reputation Management	Simulation	Ch.11 Quiz
R 12/2	Mobile Marketing	Lecture	Ch. 12 Quiz Simulation round 7 Reputation management exercise
T 12/7	Makeup		Hubspot Social Media certification

Optional Reading

Digital marketing constantly changing as new technologies and platforms become available. In order to get the most out of this course, I strongly recommend reading additional content, much of which is freely available online. Here is a list of sources and articles that I hope will get you started...

Additional Training and Certifications

Google: <https://academy.exceedlms.com/student/catalog/browse>

Hubspot: <https://academy.hubspot.com/>

Hootsuite:

Courses: <https://education.hootsuite.com/collections>

Certifications: <https://education.hootsuite.com/pages/certifications/>

Helpful online sources and blogs

Social Media Examiner: socialmediaexaminer.com

E-Marketer: emarketer.com

Search Engine Land: searchengineland.com

Occam's Razor: <http://www.kaushik.net/avinash/>

Digital Marketing Strategy

- Creating a digital marketing plan:
 - <https://www.wearemarketing.com/blog/a-step-by-step-guide-to-structuring-a-digital-marketing-plan.html>
- Internal analysis (i.e., how well is your company doing?):
 - Digital marketing audit: <https://www.socialmediaexplorer.com/content-sections/tools-and-tips/6-components-of-a-successful-digital-marketing-audit/>
 - Social media audit: https://www.socialmediaexaminer.com/how-to-conduct-social-media-audit/?awt_l=7YT.U&awt_m=3ZtMhhmIS6r.ILT&utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true
 - Sentiment analysis: https://www.socialmediaexaminer.com/sentiment-analysis-what-marketers-need-to-know/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek25-nldaily-nltue&omhide=true
- Competitor analysis:

- https://www.socialmediaexaminer.com/how-to-research-competitors-facebook-ads/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl20-nlweek20-nldaily-nlmon&omhide=true
- https://www.socialmediaexaminer.com/4-tools-research-competitors-social-media/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true
- Social Media:
 - https://www.socialmediaexaminer.com/social-media-marketing-strategy-modern-no-nonsense-guide/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek30-nldaily-nlwed&omhide=true

Websites

- Check the performance of a website:
 - website.grader.com
- Common website mistakes:
 - <https://www.forbes.com/sites/johnrampton/2014/03/06/5-mistakes-people-make-when-setting-up-their-website/#3cd554b129a4>
- 100 influential websites:
 - https://gizmodo.com/100-websites-that-shaped-the-internet-as-we-know-it-1829634771?utm_source=digg&utm_medium=email
- Useless websites:
 - <https://www.theuselesswebindex.com/>

Analytics

- Google analytics guide:
 - <https://moz.com/blog/absolute-beginners-guide-to-google-analytics>
- Attribution:
 - <https://www.socialmediaexaminer.com/track-social-media-traffic-google-analytics/>
 - https://www.socialmediaexaminer.com/how-to-track-attribution-facebook-and-google-chris-mercer/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek24-nldaily-nlfri&omhide=true
- Analytics on Youtube:
 - https://www.socialmediaexaminer.com/how-to-analyze-youtube-google-analytics/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek23-nldaily-nltue&omhide=true
- Analytics on Spotify:
 - <https://medium.com/s/story/spotify-s-discover-weekly-how-machine-learning-finds-your-new-music-19a41ab76efe>
- Calculating ROI for local business:
 - https://www.socialmediaexaminer.com/how-to-track-social-roi-local-business/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek2-nldaily-nlwed
- Sharing data with others:
 - https://www.socialmediaexaminer.com/share-account-access-facebook-ads-google-analytics/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New
- A/B testing:
 - https://www.socialmediaexaminer.com/facebook-split-testing-audiences/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl18-nlweek43-nldaily-nlwed
 - <https://www.rtraction.com/blog/a-b-testing-with-squarespace-and-google-analytics>

Search Engine Optimization

- Beginner's guide:
 - <https://moz.com/beginners-guide-to-seo/measuring-and-tracking-success>

- Determining a website's true ranking
 - <https://moz.com/ugc/how-to-determine-your-true-organic-google-ranking>
- Creating content
 - <https://moz.com/blog/the-ten-types-of-content-that-work-best-for-seo-whiteboard-friday>
 - https://www.socialmediaexaminer.com/how-to-use-memes-guide-for-marketers/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=sme nl19-nlweek32-nldaily-nlwed&omhide=true

Advertising

- Channels with the best conversion rates:
 - <https://priceconomics.com/with-advertising-channels-have-the-highest/>
- Retargeting / Remarketing:
 - https://www.socialmediaexaminer.com/retargeting-ad-campaigns-7-ways-to-improve/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true

Email

- Beginner's guide:
 - <https://neilpatel.com/blog/beginners-guide-email-marketing/>
- Tips:
 - <https://www.copyblogger.com/37-email-marketing-tips/>
- Writing effective subject lines:
 - <https://www.wordstream.com/blog/ws/2014/03/31/email-subject-lines>

Social Media

- Facebook
 - https://www.socialmediaexaminer.com/how-to-get-started-facebook-business-manager/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=sme nl19-nlweek23-nldaily-nlwed&omhide=true
 - https://www.socialmediaexaminer.com/facebook-ads-ultimate-guide-businesses/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New
 - <https://upbeatagency.com/all-important-facebook-pixel-how-to-set-up/>
 - https://www.socialmediaexaminer.com/how-to-use-facebook-ads-for-local-businesses/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New
 - <https://adespresso.com/ads-examples/>
 - https://www.socialmediaexaminer.com/how-to-use-facebook-event-setup-tool/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=sme nl19-nlweek18-nldaily-nlmon&omhide=true
- Instagram
 - https://www.socialmediaexaminer.com/instagram-creator-accounts-what-marketers-need-to-know/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=sme nl26-nlweek21-nldaily-nltue&omhide=true
 - https://www.socialmediaexaminer.com/how-to-grow-instagram-following-strategic-plan/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=sme nl19-nlweek12-nldaily-nlmon&omhide=true

- https://www.socialmediaexaminer.com/3-ways-improve-instagram-engagement/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=smenl19-nlweek7-nldaily-nlmon&omhide=true
- https://www.socialmediaexaminer.com/how-to-analyze-instagram-marketing-4-metrics-to-consider/?awt_l=7YT.U&awt_m=3gdU2eAUDMr.ILT&utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true
- Snapchat
 - https://www.socialmediaexaminer.com/snapchat-ads-ad-manager-how-to-create/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true
 - https://www.socialmediaexaminer.com/5-snapchat-metrics-to-improve-snapchat-marketing/?awt_l=7YT.U&awt_m=3lyVwsgqIAr.ILT&utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New&omhide=true
- Tik Tok:
 - <https://www.socialmediaexaminer.com/tiktok-marketing-content-strategy-for-businesses/>
- Pinterest:
 - https://www.socialmediaexaminer.com/pinterest-search-ads/?utm_source=Newsletter&utm_medium=NewsletterIssue&utm_campaign=New

Reputation Management

- Yelp:
 - https://thehustle.co/botto-bistro-1-star-yelp/?utm_source=digg&utm_medium=email
- Online mobs:
 - http://nymag.com/intelligencer/2017/11/companies-should-ignore-online-mobs-more.html?utm_source=digg&utm_medium=email

Mobile Marketing

- Guides and tips
 - <https://www.marketo.com/definitive-guides/mobile-marketing/>
 - <https://digitalmarketinginstitute.com/en-us/blog/09-03-2018-the-beginners-guide-to-mobile-marketing-strategy>
 - <https://www.convinceandconvert.com/mobile/a-step-by-step-guide-to-setting-up-a-mobile-marketing-campaign/>

Final Exam (if you choose to take it)

Tuesday 12/14, 8am

Exam Regulations (from university):

<http://www.registrar.arizona.edu/courses/final-examination-regulations-and-information?audience=students&cat1=10&cat2=31>

University Exam Schedule:

<https://www.registrar.arizona.edu/courses/final-examination-schedule-fall-2020?audience=students&cat1=10&cat2=31>

Note: Requests for incomplete (I) or withdrawal (W) must be made in accordance with University policies, which are available at <http://catalog.arizona.edu/2015-16/policies/grade.htm#I>

Threatening Behavior Policy

The UA Threatening Behavior by Students Policy prohibits threats of physical harm to any member of the University community, including to oneself. See <http://policy.arizona.edu/education-and-student-affairs/threatening-behavior-students>.

Accessibility and Accommodations

Our goal in this classroom is that learning experiences be as accessible as possible. If you anticipate or experience physical or academic barriers based on disability, please let me know immediately so that we can discuss options. You are also welcome to contact the Disability Resource Center (520-621-3268) to establish reasonable accommodations. For additional information on the Disability Resource Center and reasonable accommodations, please visit <http://drc.arizona.edu>.

If you have reasonable accommodations, please plan to meet with me by appointment or during office hours to discuss accommodations and how my course requirements and activities may impact your ability to fully participate. Please be aware that the accessible table and chairs in this room should remain available for students who find that standard classroom seating is not usable.

Code of Academic Integrity

Students are encouraged to share intellectual views and discuss freely the principles and applications of course materials. However, graded work/exercises must be the product of independent effort unless otherwise instructed. Students are expected to adhere to the UA Code of Academic Integrity as described in the UA General Catalog. See <http://deanofstudents.arizona.edu/codeofacademicintegrity> <http://deanofstudents.arizona.edu/academic-integrity/students/academic-integrity>. The University Libraries have some excellent tips for avoiding plagiarism, available at <http://www.library.arizona.edu/help/tutorials/plagiarism/index.html>.

UA Nondiscrimination and Anti-harassment Policy

The University of Arizona is committed to creating and maintaining an environment free of discrimination. In support of this commitment, the University prohibits discrimination, including harassment and retaliation, based on a protected classification, including race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, or genetic information. For more information, including how to report a concern, please see <http://policy.arizona.edu/human-resources/nondiscrimination-and-anti-harassment-policy>

Our classroom is a place where everyone is encouraged to express well-formed opinions and their reasons for those opinions. We also want to create a tolerant and open environment where such opinions can be expressed without resorting to bullying or discrimination of others.

Subject to Change Statement

Information contained in the course syllabus, other than the grade and absence policy, may be subject to change with advance notice, as deemed appropriate by the instructor.

CLASSROOM EVACUATION PROCEDURES

When fire sirens sound in UA buildings, Arizona law and University policy require you to evacuate.

- In all cases, when notice is made to evacuate, leave the building right away in an orderly manner using established evacuation routes and stairs.
- Take immediately available personal items with you (purses, backpacks, keys, phones) – they may not be available to you for some time.
- **Do not use the elevators.**
- Persons with handicaps who cannot exit the building should remain in the nearest stairwell until an emergency responder comes to help. If you know the location of such a person, report as soon as possible to an emergency responder.
- Help others identify safe passage out of the building.
- **Move away from the building.**
- DO NOT go back into a building to retrieve personal items Go to your pre-determined gathering point (if you know of one) or remain at a distance of at least 200 feet from the building. In the case of McClelland Hall, this means at or beyond the Speedway underpass or across Helen Street.
- Follow all orders from authorized persons.
- As information becomes available, you will receive status updates from designated personnel.
- Stay together as a class, if possible.
- Do not re-enter to the building until directed to do so by emergency response personnel.