

Pop Culture - Block 2
Syllabus # 8
April 22 - May 17, 2019

Date	Class Work	Homework
Monday, April 22	Music essay - brainstorm & thesis	HW DUE: none
Tuesday, April 23	Music essay - outline	HW DUE: work on outline
Wednesday, April 24	Music essay - outline	HW DUE: work on outline
Friday, April 26	Music essay	HW DUE: work on essay
Monday, April 29	Music essay	HW DUE: work on essay
Tuesday, April 30	Cancel?	HW DUE: work on essay
Wednesday, May 1	Intro to advertising 21st century advertising	HW DUE: Music essay due
Friday, May 3	History of advertising Powerpoint	HW DUE: none
Monday, May 6	Advertising in the 20th century	HW DUE: none
Tuesday, May 7	21st century advertising - technology & "sponsored content"	HW DUE: try to count the # of ads you're exposed to, even those you skip/try to avoid, in a 14 hour day
Wednesday, May 8	21st century advertising - privacy	HW DUE: track your data footprint (sites visited, games played, etc.)
Friday, May 10	The science of advertising	HW DUE: none
Monday, May 13	Advertising project - iconic/influential ad campaigns & senior project	HW DUE: none
Tuesday, May 14	Advertising / senior projects	HW DUE: work on project
Wednesday, May 15	Advertising / senior projects	HW DUE: work on project
Friday, May 17	Social issues & messaging in advertising	HW DUE: work on project

Senior Projects begin Monday, May 20th

Pop Culture - Block 5
Syllabus # 8
April 22 - May 17, 2019

Date	Class Work	Homework
Tuesday, April 23	Music essay - brainstorm & thesis	HW DUE: none
Wednesday, April 24	Music essay - outline	HW DUE: work on outline
Thursday, April 25	Music essay - outline	HW DUE: work on outline
Friday, April 26	Music essay	HW DUE: work on essay
Tuesday, April 30	Music essay	HW DUE: work on essay
Wednesday, May 1	Intro to advertising 21st century advertising	HW DUE: work on essay
Thursday, May 2	History of advertising Powerpoint	HW DUE: Music essay due
Friday, May 3	Advertising in the 20th century	HW DUE: none
Tuesday, May 7	21st century advertising - technology & “sponsored content”	HW DUE: try to count the # of ads you’re exposed to, even those you skip/try to avoid, in a 14 hour day
Wednesday, May 8	21st century advertising - privacy	HW DUE: track your data footprint (sites visited, games played, etc.)
Thursday, May 9	The science of advertising	HW DUE: none
Friday, May 10	Advertising project - iconic/influential ad campaigns & senior project	HW DUE: none
Tuesday, May 14	Advertising / senior projects	HW DUE: work on project
Wednesday, May 15	Advertising / senior projects	HW DUE: work on project
Thursday, May 16	Social issues & messaging in advertising	HW DUE: work on project
Friday, May 17	Senior projects - presentations	HW DUE: work on project