



EMERITUS
INSTITUTE OF MANAGEMENT

Columbia Business School
AT THE VERY CENTER OF BUSINESS™
| EXECUTIVE EDUCATION

DIGITAL MARKETING

CUSTOMER ENGAGEMENT, SOCIAL MEDIA,
PLANNING & ANALYTICS

















Grades for Andrew Rivette

Arrange By

Apply

NAME	DUE	SCORE	OUT OF
Create Your Canvas Profile Imported Assignments	Mar 13 by 23:29	✓	0 
Student Conduct Code Imported Assignments	Mar 13 by 23:29	0	0
Capstone Assignment Part 1 - Submit Your Marketing Challenge Imported Assignments	Mar 13 by 23:29	30	30  
Assignment 1 - Customer Advocacy Imported Assignments	Mar 20 by 23:29	20	20  
Assignment 2 - Customer Network Imported Assignments	Mar 20 by 23:29	20	20  
Class Discussion - Relationship Between Marketers and Customers - Brin Imported Assignments	May 31 by 23:29		0
Search Marketing Simulation Setup Imported Assignments	Apr 3 by 23:29	57	60 
Search Marketing Simulation Reflection- Brin Imported Assignments	Apr 3 by 23:29	40	40 
Class Discussion: Impact of Digital Technologies - Brin Imported Assignments	May 31 by 23:29		0
Group Assignment: Access Strategy Imported Assignments	Apr 3 by 23:29	77	80   

NAME	DUE	SCORE	OUT OF	
Class Discussion: Content Marketing - Brin Imported Assignments	Jun 30 by 23:29		0	
Part 1 - Submit Your Assignment (Engage / Customize Strategy) Imported Assignments	Apr 17 by 23:29	60	60	
Part 2 - Give Peer Feedback to Three Peers Imported Assignments	Apr 24 by 23:29	60	60	
Class Discussion: Personalized Digital Services - Brin Imported Assignments	Jun 30 by 23:29		0	
Class Discussion: Using Social Media - Brin Imported Assignments	Jul 1 by 5:29		0	
Social Networking Strategy of Your Company Imported Assignments	Jun 30 by 23:29	-	0	
Individual Assignment - Connect or Collaborate Strategy Imported Assignments	May 1 by 23:29	60	60	
Class Discussion: Do / Would You Collaborate? - Brin Imported Assignments	Jul 1 by 5:29		0	
Collaboration for a Brand Imported Assignments	Jun 30 by 23:29	-	0	
Reputation Warfare Imported Assignments	Jun 30 by 23:29	-	0	
Create Your Facebook Page and Campaign - Brin Imported Assignments	Jul 1 by 5:29	-	0	
Social Media Simulation Setup Imported Assignments	May 15 by 23:29	50	60	

NAME	DUE	SCORE	OUT OF	
Social Media Simulation Reflection - Brin Imported Assignments	May 15 by 23:29	40	40	
Assignment - Metrics of Measurement Imported Assignments	May 15 by 23:29	20	20	
Capstone Assignment Part 2 - Select A Marketing Challenge Imported Assignments	May 15 by 23:29	20	20	
Class Discussion: How Do You Measure ROI? - Brin Imported Assignments	Jun 30 by 23:29		0	
Capstone Assignment Part 3 - Develop a Digital Marketing Strategy for the Selected Challenge Imported Assignments	May 22 by 23:29	114	120	
Class Discussion: Your Top Three Learnings - Brin Imported Assignments	Jun 30 by 23:29		0	
Peer Evaluation Imported Assignments	May 29 by 23:29	90	90	
IMPORTED ASSIGNMENTS		97.18%	758.00 / 780.00	
TOTAL		758.00 / 780.00	758.00 / 780.00	