



Mediabistro Online Course  
**Project Management**  
*Syllabus*

**Week 1:**

**Introduction to Project Management**

An outline of the role and responsibilities of the Project Manager on the wider digital project team, digital project team structures and players, typical project milestones, meetings (brainstorming, kick-off, status), timelines, schedules, and more.

*Assignment:*

- (1) Write a one- to two-page brief describing: any project management experience you've had (even if it's informal), issues you've run into managing past projects and key skills you'd like to build in this course.
- (2) Create a meeting agenda for a digital project (real or imaginary). Select from any of the meeting types covered in the lecture to create your agenda. If you are currently involved in a digital project through your work/job, feel free to use it as your model when creating the agenda.

**Week 2:**

**Managing Projects & Project Management Methodologies**

The steps involved in managing a digital project from concept to completion, including further details of the new product development and existing project management processes. Issues and roadblocks commonly encountered by the Project Manager as well as common project management methodologies (including Traditional, Agile and Extreme) will be covered.

*Assignment:* (1) Familiarize yourself with the basic elements of MS Project by creating a timeline for a provided project description with specific tasks. (2) Based on a provided project scenario, describe your approach to handling the presented issue.

## **Week 3:**

### **Creating Key Project Management Documents**

The common project documents created and maintained by the Project Manager: concept, high-level business requirements, specifications, request-for-proposals (RFPs), and wireframes. Document creation tools and processes will be covered, including review of sample documents from actual digital projects.

*Assignment:* Familiarize yourself with the basic elements of a wireframe creation tool, such as MS Visio or MS Word and create a sample wireframe document using 2 or 3 screens from an existing digital project as the basis of your document.

## **Week 4:**

### **Digital Literacy for the Project Manager**

Discussion of the digital knowledgebase critical for a Project Manager to possess in the 21<sup>st</sup> century. Techniques and approaches for developing the digital literacy necessary to succeed as a Project Manager.

*Assignment:* (1) Describe the evolution of your own personal digital literacy, including your understanding and opinion of what a Project Manager needs to know with respect to technology and other skills; and, define what being digitally literate means to you in the pursuit of a Project Management career. (2) Choose a technology or some other digital skill related to the management of a digital project where you are lacking knowledge and experience. Research and identify sources of information (a minimum of 6) that will fill this knowledge gap. Describe how you went about your research, the sources you identified, what you learned from these resources and how they helped you fill in your knowledge gap.

## **Week 5:**

### **Prevention and Turnaround of Troubled Projects**

Approaches for preventing a project from getting into trouble and techniques for getting a troubled project back on track. Discussion of major issues and roadblocks encountered by the Project Manager, identifying the "root cause" of project issues and identifying steps that put a project on the path to success.

*Assignment:* (1) Describe a situation when you've been involved with a troubled project (the type of project, nature of the problems and steps

you/your team tried to turn the project around and identify root cause of the issues). (2) Based on a provided "troubled project" scenario, describe the steps you would take to address the presented issues.

## **Week 6:**

### **Measuring Project Success – Analytics, Testing & Feedback**

Best practices for the Project Manager in collecting feedback and implementing product improvements based on analytics (web, social media, mobile), testing (beta, A/B) and customer feedback (focus groups, online surveys). Approaches for developing and nurturing a culture of digital analysis in your organization. Recommendations for gaining digital analytics knowledge and skills. Communicating the value of digital analytics to your stakeholders, clients, employees and colleagues.

*Assignment:* (1) Review provided analytics reports for a sample digital project, identify items to address and describe how you would follow up on the reports' results. (2) Describe the digital analytics activities–web, mobile, social – and overall culture in your current (or former) organization.