Paper instructions: Marketing Profs offers podcast resources for digital marketers! The podcasts range from features to case studies to in-depth interviews and more. The folks interested in the podcasts also range from authors, CMOs, CEOs, bloggers and other marketing professionals from all types of organizations. STEP 1 - Choose an Episode Choose an episode that you feel is related to New Media Marketing, listen to the interview, then answer the questions below for this week’s discussion. STEP 2 - Listen to the Episode Listen to an episode in the MarketingProfs podcast library at http://www.marketingprofs.com/podcasts. STEP 3 - Participate in the Discussion Board Prompts for your Initial Post First, explain which episode you chose, and why. How is this topic related to New Media Marketing? How is the topic of particular interest to you for your business/case study? Next, explain how you could use the insights and tips discussed in the podcast to improve your marketing. Ensure you use the R4 method in both of your reply posts. Your initial post... Must be posted by Wednesday at 11:59 pm ET of this week OR by 11:59 pm ET on the due date listed in the Welcome activity (if a holiday affects due dates). If there are no university holidays this month, then the due date is set for Wednesday as stated above. Must fully answer the prompts provided in the previous section. Must incorporate quality research through podcast and online references. Quality research means that your thoughts, ideas, and opinions are backed by credible sources and offer further information on the topic at hand. Must be substantiative in nature with at least two paragraphs in length consisting of at least eight substantiative, complete sentences per paragraph. Must contain at least three (3) reliable online references. Please note, you must use APA formatted in-text citation, include a clickable link to an active page (hyperlink), and include a reference section with full APA references. Please intersperse these references within your post and put the link behind the word or phrase to which it refers. Response Posts Instructions Post a minimum of two (2) peer response replies. Each peer response... Must be posted by Sunday at 11:59 pm ET of this week OR by 11:59 pm ET on the due date listed in the Welcome activity (if a holiday affects due dates). If there are no university holidays this month, then the due date is set for Sunday as stated above. Must address the thoughts and ideas presented by your peers or your instructor and build upon ideas by presenting more information. Use the R4 Method Must be substantiative in nature with at least one paragraph long consisting of at least eight substantiative, complete sentences. Must contain at least one (1) reliable online reference. Please note, you must use APA formatted in-text citation, include a clickable link to an active page (hyperlink), and include a reference section with full APA references. Please intersperse these references within your post and put the link behind the word or phrase to which it refers.