

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 59 – Promote Your Business with Social Media - Online
Spring 2016 – Section 64Z

CRN: 44128

INSTRUCTOR: Emily Garbe PhD

NUMBER OF UNITS: 5

REQUISITES:

Advisory: English Writing 1A or English as a Second Language 5.

LEARNING OUTCOMES:

By the end of the course students are expected to be able to:

- Analyze relationship building with target customers and diverse partners and design a social media plan likely to produce favorable outcomes.
- Examine a wide variety of cost-effective promotion tools.

DESCRIPTION:

Welcome to Promoting Your Business With Social Media! This is a completely online class where we will have online readings, quizzes and a term project. We will discuss how to promote your small business by leveraging social media, the Internet and mobile platforms. We will learn the basics of how search engines work, optimization strategies, major social media platforms, key performance metrics, and mobile platforms. We will start with understanding your business value proposition, customer segments and promotion strategy. The end product of this class is a social media promotion plan.

CONTACT INFORMATION:

Class location: This class is completely online via Catalyst. No face-to-face meeting.

Office hours: M: 1:30-2:20pm; T, W, R 10:30-11:20am; or by appointment

Contact the instructor – Go to Catalyst home page and click on “Message”; please indicate you are in BUS59 class

Twitter: @garbe_deanza

LinkedIn: “Emily Garbe_DeAnza_College”

The instructor will try to answer the messages within 2 business days, highly likely much sooner.

COURSE MATERIALS:

This e-textbook is required. Students are unlikely to pass the course without the ebook:

Internet Marketing Essentials, by Larson & Draper. ISBN: 978-0-692-22688-9

<http://www.stukent.com>. Course code **R1S6U9**

COURSE REQUIREMENTS:

This is a five-unit course. Be prepared to spend between 8-to-10 hours per assignment period studying the course materials in lieu of face-to-face class hours and doing the homework assignments. All assignments must be submitted on time. **See Attendance policy below.**

Students will need online access to the following:

1. All registered students must use Catalyst (<https://catalyst.deanza.edu>) to access the course homepage where all the course materials and assignments reside.
2. Open source textbook (free) on Saylor <http://www.saylor.org/site/textbooks/Principles of Marketing.pdf>
3. Purchase the online textbook from Stukent <http://book.stukent.com/> or from De Anza bookstore. Note that if you purchase from the De Anza bookstore, it may take several days before you receive your access code. Financial aids students please follow the process by the Financial Aids office.
4. Access the links to Internet articles, videos, and news posted in Catalyst.
5. Take the time-limited, open-book midterm and final exams only **after** you have studied the chapters. All exam questions are based on the Stukent textbook.
6. Submit papers or forum posts to Catalyst. If file submissions, must be in MS Word, PDF, .txt, or .rft formats. Absolutely no zip files, other formats, or executable files are permitted and will receive an automatic zero for the assignment. Not knowing how to use Catalyst to submit files are not valid reasons for failure to complete your work. Do not email the assignments to the instructor's email account.

Getting help:

Please post questions to the forums under “Weekly Q&A” for each week, where you can ask your classmates or the instructor about the assignments or the chapters in the book. This is an interactive class, so students are strongly encouraged to post and respond to your classmates’ postings. Of course you can always message (identifying your class as BUS59) (not email) the instructor.

All technical questions should be directed to De Anza’s Catalyst technical support team or Stukent help desks who are much better equipped to provide user support than the instructor. Please do not contact the instructor for tech support. If you do not know how to use Catalyst, please make sure to view the tutorial.

Class Attendance and Participation Policy:

Per California regulation, instructors must drop all “no show” first day of class, which in our case, would be demonstrated by completing **all** Week 1 assignments satisfactorily. The instructor may drop the students who fail to participate by completing **all** assignments, for 2 or more weeks, satisfactorily during the quarter unless the students contact the instructor **prior** to the assignment due date with valid reasons (National Guard, jury duty, major illness) and provide the proofs prior to or within 2 weeks after the assignment due dates. Since this is an online course where students can access the course 24x7, travelling, work schedules, not having access to network or a computer, family obligations, not having a textbook, or forgetting the assignments are not valid reasons for not submitting the assignments on time.

If a student needs or wants to drop the class, the student is solely responsible for dropping the course. See De Anza's attendance policies and deadline for drop/add <http://www.deanza.edu/policies/attendance.html> and <http://deanza.edu/calendar/>.

Participation in class and timely completion of assignments are essential as learning in this class is built on top of the previous readings and assignments. As such, for students who add the class with an add code, the record of assignment submissions and participation maintained by the instructor begins with the day the students are given the add code by the instructor. However, it is the sole responsibility of the students to add the course officially with De Anza via MyPortal.

CATALYST CLASS HOMEPAGE:

<https://catalyst.deanza.edu>.

You must use **Firefox** as the recommended and supported browser for Catalyst assignments, quizzes and exams. Google Chrome and other browsers have been reported to have problems with Catalyst features, such as not being able to submit a quiz/exam.

When the user name password dialog box appears on the screen, type in your user name and password. Your user name is your 8-digit De Anza College student ID, not your 9-digit social security number. Your password is your 8-digit birthdate using the format MMDDYYYY. For example, John Smith, a student with ID 10001234 and birthdate January 1, 1980, would log in as:

Username: 10001234

Password: 01011980

Again, please do not contact the instructor for technical issues. There are technical specialists in De Anza who are much better equipped to support you for technical questions and issues at <http://catalysthelp.deanza.edu/>.

Do not wait till the deadline to submit your assignments or take the online tests. You may submit your assignments early but not late. Please see FAQ on Catalyst course homepage regarding late submission policy.

CLASS ACTIVITIES:

1. Chapter reading.
2. Online articles and videos
3. Promotion plan.
4. Online discussion forums.
5. Midterm and Final exams

Promotion Plan:

The plan is divided into 4 separate tasks. Please see Catalyst for detail descriptions of each task. The business for your promotion plan can be an actual business you have or a fictitious business that you are interested in developing. Since De Anza admits students who are under-aged, please keep the nature of the business G-rated (no drugs, alcohol, guns, violent, or offensive nature) and be respectful of others in the class. The instructor reserves the rights to ask the students to choose a different business.

Discussion Forums:

For forum discussions, please make sure to answer the all questions posted by the instructors. You must be courteous and respectful to your classmates' postings. No inappropriate languages allowed even if you disagree with a posting. Any violation will be referred to De Anza College for appropriate actions.

Midterm and Final Exams:

You may take the midterm and final early but not later than the due date. Once you start an exam, you must finish it (there is no late submission, pause, or restart). Please do not contact the instructor to restart or extend the due dates.

ACCOMODATIONS

Students with learning disabilities are encouraged to make arrangements with the De Anza College's Disabled Student Services if you need extra time on the quizzes and exam. Students who are unsure whether they have a learning disability are encouraged to contact the Disability Programs and Support Services as soon as possible to determine eligibility. Please submit your DSS form to the instructor in the beginning of the quarter if you need accommodations. Instructors cannot make any accommodations without DSS approvals.

GRADING POLICY

The grades will be based on the following distributions:

<i>Activities</i>	<i>Catalyst Points</i>
Promotion Plan	400 (100 points per task, 4 tasks)
Discussion forums	400 (100 points per forum, 5 forums, lowest score dropped)
Midterm Exam	90 (2 points per question, 45 questions)
Final Exam	110 (2 points per question, 55 questions)

Letter grades for the course will be assigned to students based on their total course grade, which is calculated as the sum of the grading components, as described above. Your grades are calculated out of 1,000 points. Since regular participation is essential to a student's success in this class, *please note that for every exam or promotion plan task you missed or failed to complete in full, or you missed or failed to complete in full more than one discussion forums, you automatically lower your own course grade by one full letter grade.* Once you missed an assignment due date, your grades for that assignment is automatically set to zero. Please click on "Administration" "Grades" to monitor your grades.

Catalyst points	Letter grade
>=980	A+
920-979	A
900-919	A-
880-899	B+
820-879	B
800-819	B-
780-799	C+
700-779	C (C- does not exist)
680-699	D+
620-679	D

600-619	D-
<=599	F

Academic Integrity Policy:

Students are expected to abide by the Student Conduct Rules as described in the Student Handbook at <http://www.deanza.edu/studenthandbook/academic-integrity.html>. Students who cheat on the assignments or exams, or help another person to cheat, or copy any part of the assignments from another students or from the Internet, will receive a failing grade in this course and be reported to the Dean of EOPS & Student Development.

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Weeks	Topics	Assignments (Due Saturday 11:55pm)
Week 1	Module I – Marketing: Delivering Value to Customers, Part A: 1. Overview of principles of marketing 2. Consumer buying behaviors 3. Value propositions	Discussion forum: Self-Introduction; identify your business
Week 2	Module I – Marketing: Delivering Value to Customers, Part B: 4. Market segmentation 5. Relationship marketing	Task 1 due – Describe your business and target customers
Week 3	Module II – Promotional Tactics: 1. Loyalty programs 2. Event marketing	Task 2 due – Your online promotion objectives
Week 4	Module III – Internet Marketing, Part A: 1. Internet basics 2. Landing page	Discussion Forum: Landing page
Week 5	Module III – Internet Marketing, Part B: 3. SEO overview 4. Onsite SEO	Midterm Exam
Week 6	Module IV – Social Media Marketing, Part A: 1. Social media overview 2. Content Marketing	Discussion forum: Working in social media marketing
Week 7	Module IV – Social Media Marketing, Part B: 3. Underground economy of fake “likes” 4. Facebook, Twitter, and Pinterest	Discussion forum: Buying fake “likes”
Week 8	Module IV – Social Media Marketing, Part C: 5. Youtube, LinkedIn, and Blogs	Task 3 due – Select 2 social media platforms for your business
Week 9	Module IV – Social Media Marketing, Part D: 6. Public relations in social media 7. Negative publicity	Discussion forum: PR and negative publicity in your business
Week 10	Module V – Ongoing Management of Social Media Promotion Programs 1. Cross platform management tools 2. Metrics and performance measurements	Task 4 due – Costs and performance measurements

Week 11	Module VI – Mobile Platform: 1. Micro moments 2. Mobile marketing 3. Geo-location	Study for final exam due Monday Week 12
Week 12	Final Exam	Due Monday 11:55pm