

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 59 – Promote Your Business with Social Media - Online
Fall 2015 – Section 65Z
CRN: 22852
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 promotion plan with social media.

CONTACT INFORMATION:

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

Office hours: M-R 10:30-11:20 AM or by appointment

Contact the instructor – Go to Catalyst home page and click on “Message”

Twitter: @garbe_deanza

LinkedIn: “Emily Garbe_DeAnza_College”

The instructor will try to answer the messages within 2 business days or sooner.

COURSE MATERIALS:

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

<http://www.stukent.com>. Course code N7X3G2.

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. **No late submissions** except for major

medical procedures, jury duty or national guards. 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 quizzes and assignments reside.
2. Free open source textbooks on Saylor
<http://www.saylor.org/site/textbooks/Principles%20of%20Marketing.pdf>
3. Purchase the textbook on Stukent <http://book.stukent.com/>. Course code N7X3G2.
4. Access the links to articles, videos, and news posted in Catalyst.
5. Take the open-book quiz only **after** you have studied the chapters.
6. Submit papers to Catalyst.

Getting help: You may post questions to the forums under “Q&A” for each week, asking your colleagues 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.

Class Attendance and Participation:

The instructor will drop the students who fail to complete all required assignments during Week 1. The instructor may drop the students who fail to participate by completing all assignments for 2 week or more during the quarter unless the students contact the instructor prior to the assignment due date with valid reasons (National Guard, jury duty, major illness, etc. where access to a computer is difficult). However, if a student needs or wants to drop the class, the student is solely responsible for dropping the course. Travelling, work, or forgetting the assignments are not valid excuses.

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>.

Please 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

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.

Do not contact the instructor for technical issues. There are technical specialists in De Anza to support you for technical questions and issues at <http://catalysthelp.deanza.edu/>.

If you added the class, you need to wait at least 24 hours to be activated on Catalyst by De Anza.

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. Chapter quizzes.
3. Online articles and videos
4. Promotion plan.
5. Online discussion forums.

Promotion Plan:

The plan is divided into 6 separate tasks, with a task due at the end of a module. Please see Catalyst for detail descriptions of each task.

Chapter Quizzes:

There will be 10 open-book chapter quizzes. The quizzes will be closed on Saturday 11:55 pm each week. You may take the quizzes and exam early but not later than the due date. Your scores for the quizzes will be available immediately, but the answer keys will not be available until after a quiz is closed. Once you start a quiz, you must finish it (there is no pause or restart). You will have either one or two quizzes per week. There is no extension for the quizzes or assignments.

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 if you need accommodations.

GRADING POLICY

The grades will be based on the following distributions:

<i>Activities</i>	<i>Catalyst Points</i>
Chapter quizzes	200 (10 quizzes)
Promotion Plan	600 (100 points per task, 6 tasks)
Discussion forums	250 (5 forums)

Letter grades will be assigned to students based on their total course grade, which is calculated as the sum of the grading components, as described above. Please note that there are extra credits available with 1,050 earnable points while the grades are calculated out of 1,000 points.

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 tests or final exam, or help another person to cheat 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)
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
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 promotion objectives
Week 4	Module III – Internet Marketing, Part A: 1. Internet basics 2. Landing page	Chapter 1 quiz Chapter 7 quiz Discussion Forum: Landing page
Week 5	Module III – Internet Marketing, Part B: 3. SEO overview 4. Onsite SEO	Chapter 2 quiz Chapter 3 quiz Task 3 due – SEO strategy
Week 6	Module IV – Social Media Marketing, Part A: 1. Social media overview 2. Content Marketing	Chapter 10.1-10.6 quiz Discussion forum: Working in social media marketing
Week 7	Module IV – Social Media Marketing, Part B: 3. Facebook, Twitter, and Pinterest 4. Underground economy of fake “likes”	Chapter 10.7, 11.1, 11.2 quiz Discussion forum: Buying fake “likes”
Week 8	Module IV – Social Media Marketing, Part C: 5. Youtube, LinkedIn, and Blogs 6. Cross platform management tools	Chapter 11.3, 11.4 quiz Task 4 due – Select 2 social media platforms for your business
Week 9	Module IV – Social Media Marketing, Part D: 7. Public relations in social media 8. Negative publicity	Chapter 12 quiz Discussion forum: PR and negative publicity in your business
Week 10	Module V – Mobile Platform: 1. Micro moments 2. Mobile marketing 3. Geo-location	Chapter 13 quiz Task 5 due – Mobile strategy

Week 11	Module VI – Ongoing Management of Social Media Promotion Programs 1. Metrics and performance measurements	Chapter 8 quiz
Week 12	Final paper	Task 6 due Tuesday – Ongoing management plan