

**DE ANZA COLLEGE**  
**BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION**  
**BUSINESS 59 – Promote Your Business with Social Media - Online**  
**Fall 2016 – 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. This course focuses on the Promotion aspect of the Marketing Mix (4P's), specifically advertising, public relations, selling, and sales promotion such as events on social media platforms. 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.

Instructor office hours: T 1:30-3:20pm, R 9:30-11:20am (no appointment needed); or by appointment

Instructor office location: [Room S in building F5](#)

Catalyst Messaging: Best way to reach instructor. Go to Catalyst home page and click on "Message". Please indicate you are in BUS59 class. Please do not email the instructor once the quarter begins.

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

***COURSE MATERIALS:***

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

Social Media Marketing. ISBN: 978-0-692-22688-9

<http://www.stukent.com>. Course code **M5V8Q3**

***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) from Saylor [http://www.saylor.org/site/textbooks/Principles of Marketing.pdf](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 chapter tests on Catalyst only **after** you have studied the chapters. All exam questions are based on the Stukent textbook.
6. Submit papers or forum. 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) the instructor. Please do not use email once the quarter starts.

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 two separate tasks, due end of Week 2 and Week 10. 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.

### ***Turnitin.com:***

Turnitin.com is a website which checks billions of documents, both academic and non-academic, for sentences that were copied onto your paper. No grades will be given without submission to Turnitin.com. All papers **must be in your own words**. If you must copy any sentences, charts, graphs, and tables copied from a website, you must cite in APA or MLA format.

If you already have a turnitin account, please log into your old account, even if the account was for a different school or class, and join the course with code "13052964" passcode "deanza". If you do not have a Turnitin.com account, set up a FREE new account by going to [https://turnitin.com/login\\_page.asp](https://turnitin.com/login_page.asp) to set up your account, then join the course as listed above.

To learn how to submit a paper on Turnitin.com, go to <http://www.turnitin.com/self-service/support-wizard.html#student-submitting-one>.

Never copy any sentences from another student's paper, regardless of citations. Any paper with sentences copied from another De Anza student (current or prior students) or students from another college as determined by Turnitin.com will be viewed as plagiarism and will be immediately referred to De Anza's Dean of EOPS & Student Development for actions.

No grades will be registered in the official grade book until your paper is submitted to Turnitin.com prior by the due date and within 20% originality check as determined by turnitin.com even if you included citations. Go to [http://turnitin.com/en\\_us/training/student-training/about-originalitycheck](http://turnitin.com/en_us/training/student-training/about-originalitycheck) and [http://turnitin.com/en\\_us/training/student-training/viewing-originality-reports](http://turnitin.com/en_us/training/student-training/viewing-originality-reports) to learn more about Turnitin.com. If a document is submitted to Catalyst but not Turnitin.com, the grades in Catalyst will be nullified. File submitted to Turnitin.com must be either ".doc", ".docx", ".txt" or ".rtf". Submission of PDF, jpeg or other image file is invalid. The instructor will grade based on the text file submitted to Turnitin.com.

### ***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>
Self Intro	25
Chapter tests	450 (50 points per test, 10 tests, lowest score dropped)

Discussion forums	200 (50 points per forum, 5 forums, lowest score dropped)
Social Media posts	75
Term paper Task 1: Marketing plan overview	100
Term paper Task 2: Social Media Plan	150
total	1,000 points

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. Once you missed an assignment due date, your grades for that assignment is automatically set to zero. There is no makeup. 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.

**Business 59 – Fall 2016**

<b>Weeks</b>	<b>Topics</b>	<b>Assignments (Due Saturday 11:55pm)</b>
Week 1	Saylor textbook: 1. Overview of principles of marketing 2. Consumer buying behaviors 3. Value propositions 4. Market segmentation	Discussion forum: Self-Introduction; identify your business
Week 2	Saylor textbook: 1. Relationship marketing 2. Loyalty programs 3. Event marketing	Term paper Task 1 – Promotion plan overview
Week 3	Stukent Chapter 1 – Social Media Revolution Stukent Chapter 2 – Connected Customers and Social Interactions	Chapter 1 test Chapter 2 test
Week 4	Stukent Chapter 4 – Social Media Metrics Social Media Industry Report – p 7-10	Chapter 4 test Forum: Social Media Metrics for your business
Week 5	Stukent Chapter 5 – Strategic Usage of Social Media Social Media Industry Report – p 17-38	Chapter 5 test Forum: Select 2 Social Media Platforms for your business
Week 6	Stukent Chapter 6 – Managing Social Media Communications and Planning Cycles Social Media Industry Report – p 14-16	Chapter 6 test Forum: Working in Social Media Marketing
Week 7	Stukent Chapter 7 – Designing Content for Social Media Communications Social Media Industry Report – p 43-48	Chapter 7 test Forum: Write 2 posts in the 2 platforms for your business
Week 8	Stukent Chapter 8 – Social Media Advertising Social Media Industry Report – p 40-42	Chapter 8 test Forum: Social Media Ad purchase for your business
Week 9	Stukent Chapter 9 - Using Earned Social Media – Seeding and Viral Marketing	Chapter 9 test Forum: Buying fake “likes”
Week 10	Complete Term Paper	Term paper Task 2: Social Media Plan
Week 11	Stukent Chapter 11 – New Product Development and Launches Using Social Media	Chapter 11 test

Week 12

Stukent Chapter 12 - Managing Customers  
Using Social Media

Chapter 12 test DUE MONDAY 12/12