DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 59 – Promote Your Business with Social Media - Online
Fall 2017 – Section 65Z, CRN: 22852
INSTRUCTOR: Emily Garbe PhD

Welcome to the class! This class is a completely online where we will have online readings, online tests, discussion forums, and a social media simulation game.

We will use a simulation software *Mimic Social* where you can practice what you learn each week and apply the concepts in a simulated social media environment, such as what platforms, how, when, and what to post in social media, how to analyze the results, and how to make decisions to maximize the impact of your social media budget. This is a fun simulation game of a fictitious company Buhi where the social media data is based on an actual business, the Hershel backpack company. Social media platforms come and go, as we see from the sudden demise of Vine. The simulation game would enable you to apply what you learn in this class to all the major social media platforms and enable you to adapt to future platforms to come.

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.

CONTACT INFORMATION:

Office hours: M-R 10:30-11:20am
Office location: Room S in building F5
Contact the instructor via Canvas Messaging (not email).
The instructor will try to answer the messages within 2 business days or likely much sooner.

TEXTBOOKS & SIMULATION SOFTWARE:

There are 2 textbooks for this class, a free online textbook on marketing from Saylor (access via Canvas), and an ebook from Stukent. Along with the textbooks, students also need to purchase access to the online simulation software Mimic Social. Please go to https://home.stukent.com/join/217-857 and purchase the required textbook and simulation software access.

   Stukent course code: CC-973A6C

Mimic Simulation ISBN: 978-0-9967900-7-9
Social Media Marketing. ISBN: 978-0-692-22688-9

Students on financial aids: Please contact the De Anza bookstore, **not** the instructor. Do **not** purchase directly from Stukent.

Students need to access Stukent e-textbook beginning Week 1. Students who fail to purchase the textbook **and** simulation software **by end of Week2** will be dropped from the course for non-participation since course participation requires weekly chapter reading and simulation input.

The simulation software provides an environment for students to plan social media campaigns, identify appropriate platforms for selected target segments, differentiate paid vs. organic viral marketing efforts, and most importantly, making sound decisions to maximize the return on the time and money spent on social media promotions. Student engagement and participation on weekly basis is essential as each week's contents are built on top of the previous week's.

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 Canvas https://deanza.instructure.com/ to access the course homepage where all the course materials and assignments reside. Go to https://guides.instructure.com/m/4212 for tutorial and help with features.

   If you have a mobile device, go to the app store and download the free Canvas app by searching "Canvas by Instructure". Download the app onto your device so that you can get notification from the instructor and access your course from your mobile devices.

2. Open source textbook (free) from Saylor http://www.saylor.org/site/textbooks/Principles of Marketing.pdf

3. Purchase the online textbook directly from Stukent https://home.stukent.com/join/217-857 or from De Anza bookstore (if financial aid student). The publisher does not allow purchase of only the software or only the e-textbook.

4. Access the links to Internet articles, videos, and business news posted in Canvas.

5. Take the timed, open-book chapter tests on Canvas (not Stukent website) only **after** you have studied the chapters. All test questions are based on the Stukent textbook.

6. Submit to reflection papers. Files must be in MS Word, PDF, .txt, or .rft formats. Absolutely no zip files, image file, other formats, or executable files are permitted and

will receive an automatic zero for the assignment. Not knowing how to use Canvas to submit files are not valid reasons for failure to complete your work. **Do not email** the assignments to the instructor's email account. Click "Submit" button to submit your file. Attend Canvas training for students if you do not know how to use Canvas.

7. Submit discussion forums. Post responses to questions posted in the assignment areas.

GETTING HELP:

Please post questions to the forums under "Course 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 on Canvas the instructor. Please do not use email once the quarter starts.

All Canvas technical questions should be directed to De Anza's technical support team or 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 Canvas, please make sure to view the Canvas student guide https://guides.instructure.com/m/4212.

Mimic or Stukent textbook technical help: There is an "Instruction" and "Help" button in almost every Mimic screen where there are Stukent help desk staff standing by to help you.

CLASS PARTICIPATION POLICY:

The instructor reserves the rights to drop all students with any of the following:
1. Fail to purchase the Stukent textbook and Mimic Social simulation access by Saturday of Week 2 (full access, not trial access).
2. Earned less than 100 points from Week 1&2 assignments (excluding extra credits) will be dropped by Week 2.
3. Failure to participate in class for more than 2 weeks.

Only valid reasons for late assignments, missing tests, or requesting an Incomplete for the course are major medical emergency/hospitalization, National Guard, or jury duty, all with official proofs. Based on the De Anza Student Handbook, to request an incomplete on the transcript, a student must have completed at least 75% of the course assignments and tests.

Assignments are typically available 2 weeks ahead of due dates (except for Week 1), therefore please plan your time efficiently. Travel, work schedule, non-emergency/non-hospitalized illnesses, family matters, forgetting, work conflicts, and personal issues are not valid reasons for being not submitting the assignments. However, **if a student wants or needs to drop the class, the student is solely responsible for dropping the course**.

See De Anza's policies and deadlines for attendance and drop/add/withdraw at http://www.deanza.edu/policies/attendance.html and http://deanza.edu/calendar/ for deadline to drop or withdraw.

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.

CLASS HOMEPAGE:

This is an online class where all class materials and assignments will be online, including online assignments, Canvas forum discussions, and online chapter quizzes. All assignments are posted on Canvas at https://deanza.instructure.com/

A computer is required for submitting your assignments. You may use your own computer for Internet access; or, if you prefer, you can use the computers in either the De Anza library or the Library West Computer Lab. Hand-written papers will not be accepted. Not having time to go to the library to use the computers or forgetting to do the assignments are not valid excuses for incomplete assignments.

Computer Requirements:
Canvas supports the current and first previous major releases of the following browsers:
- **Internet Explorer** 11 and Edge (*Windows only—*please make sure your operating system is also current as noted in the computer specifications lesson; you may need to download the Windows 10 Anniversary Update to submit Canvas assignments)
- **Safari** 8 and 9 *(Macintosh only)*
- **Chrome** 52 and 53
- **Firefox** 47 and 48 (Extended Releases (Links to an external site.) are not supported)
- **Flash** 22 and 23 (used for recording or viewing audio/video and uploading files)
- **Respondus Lockdown Browser** (supporting the latest system requirements (Links to an external site.))

We highly recommend updating to the most current version of your preferred browser. Your browser will notify you if there is a new version available.
Run the Computer Readiness Test (Links to an external site.) to test your browser and see what plug-ins you might need.

De Anza technical help desk:

Do not contact the instructor for technical issues. There are technical specialists in De Anza to support you for technical questions and issues.

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 Canvas course homepage regarding late submission policy.

CLASS ACTIVITIES:

1. Chapter reading
2. Chapter tests
3. Online articles and videos
4. Online discussion forums
5. Mimic Simulation postings and worksheets
6. Mimic simulation reflection papers.

Chapter Tests:

All chapter tests must be completed by 11:59pm of the due date. These are open-book, open-notes tests based on Stukent readings to be completed on Canvas. Make sure to hit "submit" to receive the grades for your assignments. Please read the chapter before starting the tests. No late submissions will be accepted because the answers for the tests will be available once a test is closed. No late submission regardless of the reason for missing an assignment. Please do not ask the instructor to restart or extend a test for you. Once you start a test, you must complete it. There is no restart or pause on the timer. Please note that Canvas keeps a log of every screen you viewed and the time you spent on each screen, plus each question is on a new screen, as such it is impossible for you to complete a test without Canvas registering your work on a online test. Please plan your time well so you do not run out of time on the test.

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.

Simulation:

A simulation instructor's guide and tip sheet is available for download in Canvas. Access to simulation from Stukent website at http://www.stukent.com. There will be 4 rounds of postings starting Week 3. Copy the results of your round in a worksheet and upload the worksheet with observations about your results. See instructions on Canvas on how to complete a worksheet. A worksheet template is available on Canvas. Students must upload one worksheet for each round. Note that worksheets will be automatically submitted to turnitin.com for plagiarism checks. Please submit the rounds based on the weekly assignment schedule. Previously, students who charged ahead and ignored weekly assignment plan did not do well since the class discussed and learned new topics each week that could enhance one's simulation strategy.

The instructor has uploaded 3 videos that explain the simulation game, tips, guidelines, grading, how to post, and how to fill out the worksheets. There is also a PDF document which provides tips on how, what, days of the week, and time of the day to post on which platforms. Please make sure you download the file from Canvas.

Reflection papers:

A detailed grading rubric is also available on Canvas for the Reflection papers.

Please note that the reflection papers will be automatically submitted to Turnitin.com by Canvas for plagiarism check.

Since the worksheets and the reflection papers will be based on your own simulation results, there should **not** be any need to cite any other sources. Do not copy/paste from any websites or from another student. Your paper should have almost 0% copied/pasted from any sources.

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 as soon as possible if you need accommodations. Instructors cannot make any accommodations without DSS approvals.

GRADING POLICY

The grades will be based on the following distributions:

Activities	*Canvas Points*
Chapter tests	500 (50 points per test, 12 tests, 2 lowest scores dropped)
Discussion forums	270 (60 points each for intro and events forums; 70 points social media job post; 80 points fake likes forum)
Simulation worksheets	80 (4 rounds, 20 points each)
Simulation reflection papers	150 (70 points paper#1; 80 points paper#2)
Extra credits: Simulation results class ranking	Assuming 50 students in class by end of the quarter, student with highest reach and conversion at the end of all rounds receives 25 extra points, 2nd highest receives 24.5 points, etc. with lowest receiving 0.5 point. Max extra credits adjusted based on number of students in class.
total	1,000 points to receive 100% in class

There is no makeup or late submission. Please click on "Grades" to monitor your own grades. Instructor comments about an assignment, if any, will appear as a black speech bubble in your grades database next to an assignment.

Letter grades for the course will be assigned to students based on the sum of the graded components at the end of the quarter. During the quarter, you will see a letter grade as each assignment is due. If you missed an assignment due date, your grades for that assignment is automatically set to zero and your course grade will be recalculated. Lowest grades will be dropped at the end of the quarter per grades table above.

Letter grades will be assigned to students based on their total course grade, which is calculated as a sum of the grading components, as described above, divided by 1,000 points. The letter grade assignment will be based on the table below.

Total points	Letter grade
970 or above	A+
930-969	A
900-929	A-
870-899	B+
830-869	B
800-829	B-
770-799	C+
700-769	C
670-699	D+
630-669	D
600-629	D-
599 or below	F

ACADEMIC INTEGRITY:

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 11:59 pm except Week 12 due MONDAY)
Week 1	Saylor textbook: 1. Overview of principles of marketing 2. Consumer buying behaviors 3. Market segmentation Stukent Chapter 1 – Social Media Revolution	Forum: Self-Introduction Chapter 1 test
Week 2	Saylor textbook: 1. Relationship marketing 2. Loyalty programs 3. Event marketing Stukent Chapter 2 – Connected Customers and Social Interactions Watch Mimic Social Intro video Download and read Mimic Social instructor's guide on Canvas	Chapter 2 test Forum: Events and loyalty programs for your business Log into Mimic Social simulation and familiarize yourself with the game; DO NOT submit any rounds
	All students without **full** access (not free trial access) to simulation and Stukent textbook will be dropped end of Week 2	
Week 3	Stukent Chapter 3 – Social Media Audit Watch Mimic Social video#2 on how to post and video#3 on how to complete the worksheet Additional reading: - trends in online shopping - Social Media Marketing Industry report pages 7-10	Chapter 3 test Submit Simulation Round 1 (Round 1 only; DO NOT work ahead) Round 1 Worksheet
Week 4	Stukent Chapter 4 – Social Media Metrics Additional readings: - Social Media SEO - Social Media Industry Report – p 17-38	Chapter 4 test Submit Simulation Round 2 Round 2 Worksheet

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Week 5	Stukent Chapter 5 – Strategic Usage of Social Media Additional Readings: - Forbe's article on social media strategy - Facebook marketing tips	Chapter 5 test *Reflection Mini-Paper 1*
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 Submit Simulation Round 3 Round 3 Worksheet
Week 8	Stukent Chapter 8 – Social Media Advertising Social Media Industry Report – p 40-42	Chapter 8 test Submit Simulation Round 4 Round 4 Worksheet
Week 9	Stukent Chapter 9 - Using Earned Social Media – Seeding and Viral Marketing	Chapter 9 test Forum: Buying fake "likes"
Week 10	Stukent Chapter 12 - Managing Customers Using Social Media Landing page	Chapter 12 test *Reflection Paper 2*
Week 11	Stukent Chapter 11 – New Product Development and Launches Using Social Media	Chapter 11 test Submit Round 5 to Mimic Social

Week 12	Stukent Chapter 10 – Market Research using Social Media	DUE MONDAY:
		    Submit Round 6 to Mimic Social
		    Chapter 10 test

* Dates and assignments are subject to change during the quarter by the instructor

De Anza College DSPS Syllabus Statement

De Anza College views disability as an important aspect of diversity, and is committed to providing equitable access to learning opportunities for all students. Disability Support Services (DSS) is the campus office that collaborates with students who have disabilities to provide and/or arrange reasonable accommodations

- If you have, or think you have, a disability in any area such as, mental health, attention, learning, chronic health, sensory, or physical, please contact DSS to arrange a confidential discussion regarding equitable access and reasonable accommodations.

- If you are registered with DSS and have accommodations set by a DSS counselor, please be sure that your instructor has received your accommodation letter from **Clockwork** early in the quarter to review how the accommodations will be applied in the course.

  Students who need accommodated test proctoring must meet appointment booking deadlines at the Testing Center.
  - **Exams** must be booked at least **five (5) business days in advance** of the instructor approved exam date/time.
  - **Finals exams** must be scheduled **seven (7) business days/weekday**s in advance of the instructor approved exam date/time.
  - Failure to meet appointment booking deadlines will result in the forfeit of testing accommodations and you will be required to take your exam in class.
  - Contact the DSS if you cannot find or utilize your MyPortal Clockwork Portal.

- DSS strives to provide accommodations in a reasonable and timely manner, some accommodations may take additional time to arrange. We encourage you to work with DSS and your faculty as early in the quarter as possible so that we may ensure that your learning experience is accessible and successful.

DSS Location: RSS Building, Suite 141
Phone: 408-864-8753
On the web: http://www.deanza.edu/DSS/
Email: DSS@deanza.edu