Syllabus for BUS 35

Course Information

Semester & Year: Spring 2021
Course ID & Section #: BUS 35 / V1148
Instructor's name: Chris Gaines
Day/Time of required meetings: Tuesdays from 10-11:30am via Zoom (optional but highly encouraged)
Location: Zoom (login details, including password, below)

https://cccconfer.zoom.us/j/92521037784?pwd=Tm9QbjE1TGJwSWkxcy9MRFVnN2o3dz09
Password: bus35

Course units: 4 units

Textbook: Likable social media: how to delight your customers, create an irresistible brand, and be generally amazing on all social media networks that matter (Third Edition). Dave Kerpen, 2019.
ISBN: 1260453286

Instructor Contact Information

Office location or *Online: Online via email (chris-gaines@redwoods.edu) and Zoom
Office hours: By appointment (Zoom office hour sessions are available upon request and by appointment)
Phone number:707-476-4564 (email is highly preferred and recommended)
Email address: chris-gaines@redwoods.edu

Catalog Description

An overview of how to utilize marketing and social media to grow a business and build lasting relationships with your customers. The student will learn contemporary strategies on digital, social and traditional techniques for building brands, promoting products, and communicating the value that your business offers. The course will explore consumer behavior, product strategy, distribution strategy, financial modeling and research of markets, industries, and competition. As an added bonus, students will also explore building a personal brand and ways that digital and social realms can be utilized to build professional networks and advance career opportunities.

Course Student Learning Outcomes *(from course outline of record)*

1. Analyze situations and apply marketing terms and concepts to make business decisions.
2. Write a comprehensive marketing plan.

Prerequisites/corequisites/ recommended preparation

n/a

Accessibility

Students will have access to online course materials that comply with the Americans with Disabilities Act of 1990 (ADA), Section 508 of the Rehabilitation Act of 1973, and College of the Redwoods policies. Students who discover access issues with this class should contact the instructor.

College of the Redwoods is also committed to making reasonable accommodations for qualified students with disabilities. If you have a disability or believe you might benefit from disability-related services and

accommodations, please contact your instructor or [Disability Services and Programs for Students](#) (DSPS). Students may make requests for alternative media by contacting DSPS based on their campus location:
- Eureka: 707-476-4280, student services building, 1ˢᵗ floor
- Del Norte: 707-465-2324, main building near library
- Klamath-Trinity: 530-625-4821 Ext 103

During COVID19, approved accommodations for distance education classes will be emailed to the instructor by DSPS. In the case of face to face instruction, please present your written accommodation request to your instructor at least one week before the first test so that necessary arrangements can be made. Last-minute arrangements or post-test adjustments cannot usually be accommodated.

Support for online learners during COVID-19

In response to COVID-19, College of the Redwoods moved the majority of its courses online to protect health and safety. As the faculty and students adjust to this change, clear communication about student needs will help everyone be successful. Please let me know about any specific challenges or technology limitations that might affect your participation in class. I want every student to thrive.

Evaluation & Grading Policy

Please see the "Policies, Assignments and Grading (specific to this class)" section below.

Students who have experienced extenuating circumstances can complete & submit the **Excused Withdrawal Petition** to request an Excused Withdrawal (EW) grade instead of the current Withdrawal (W) or non-passing (D, F & NP) grades. The EW Petition is available from the Admissions and Records Forms Webpage. Supporting documentation is required.

Admissions deadlines & enrollment policies

Spring 2021 Dates
- Classes begin: 1/16/21
- MLK Jr. Birthday (all campuses closed): 1/18/21
- Last day to add a class: 1/22/21
- Last day to drop without a W and receive a refund: 1/29/21
- Census date: 2/01/21 or 20% into class duration
- Last day to petition to file P/NP option: 2/12/21
- Lincoln's Birthday (all campuses closed): 2/12/21
- President's Day (all campuses closed): 2/15/21
- Last day to petition to graduate or apply for certificate: 3/04/21
- Spring Break (no classes): 3/15/21 – 3/20/21
- Last day for student-initiated W (no refund): 4/02/21
- Last day for faculty-initiated W (no refund): 4/02/21
- Final examinations: 5/08/21 – 5/14/21
- Semester ends: 5/14/21
- Grades available for transcript release: approximately 5/31/21

Academic dishonesty

In the academic community, the high value placed on truth implies a corresponding intolerance of scholastic dishonesty. In cases involving academic dishonesty, determination of the grade and of the student's status in the course is left primarily to the discretion of the faculty member. In such cases, where the instructor

determines that a student has demonstrated academic dishonesty, the student may receive a failing grade for the assignment and/or exam and may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct (AP 5500) is available on the College of the Redwoods website. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the College Catalog and on the College of the Redwoods website.

Disruptive behavior

Student behavior or speech that disrupts the instructional setting will not be tolerated. Disruptive conduct may include, but is not limited to: unwarranted interruptions; failure to adhere to instructor's directions; vulgar or obscene language; slurs or other forms of intimidation; and physically or verbally abusive behavior. In such cases where the instructor determines that a student has disrupted the educational process, a disruptive student may be temporarily removed from class. In addition, the student may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct (AP 5500) is available on the College of the Redwoods website. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the College Catalog and on the College of the Redwoods website.

Inclusive Language in the Classroom

College of the Redwoods aspires to create a learning environment in which all people feel comfortable in contributing their perspectives to classroom discussions. It therefore encourages instructors and students to use language that is inclusive and respectful.

Setting Your Preferred Name in Canvas

Students have the ability to have an alternate first name and pronouns to appear in Canvas. Contact Admissions & Records to request a change to your preferred first name and pronoun. Your Preferred Name will only be listed in Canvas. It does not change your legal name in our records. See the Student Information Update form.

Canvas Information

If using Canvas, include navigation instructions, tech support information, what Canvas is used for, and your expectation for how regularly students should check Canvas for your class.
Log into Canvas at https://redwoods.instructure.com
Password is your 8 digit birth date
For tech help, email its@redwoods.edu or call 707-476-4160
Canvas Help for students: https://www.redwoods.edu/online/Help-Student
Canvas online orientation workshop:
https://www.redwoods.edu/online/Home/Student-Resources/Canvas-Resources

Community College Student Health and Wellness

Resources, tools, and training regarding health, mental health, wellness, basic needs and more designed for California community college students, faculty and staff are available on the California Community Colleges Health & Wellness website.

Wellness Central is a free online health and wellness resource that is available 24/7 in your space at your pace.

Students seeking to request a counseling appointment for academic advising or general counseling can email counseling@redwoods.edu.

Emergency procedures / Everbridge

College of the Redwoods has implemented an emergency alert system called Everbridge. In the event of an emergency on campus you will receive an alert through your personal email and/or phones. Registration is not necessary in order to receive emergency alerts. Check to make sure your contact information is up-to-date by logging into WebAdvisor https://webadvisor.redwoods.edu and selecting 'Students' then 'Academic Profile' then 'Current Information Update.'

Please contact Public Safety at 707-476-4112 or security@redwoods.edu if you have any questions. For more information see the Redwoods Public Safety Page.

In an emergency that requires an evacuation of the building anywhere in the District:
- Be aware of all marked exits from your area and building
- Once outside, move to the nearest evacuation point outside your building
- Keep streets and walkways clear for emergency vehicles and personnel

Do not leave campus, unless it has been deemed safe by the campus authorities.

Del Norte Campus Emergency Procedures

Please review the Crescent City campus emergency map for campus evacuation sites, including the closest site to this classroom (posted by the exit of each room). For more information see the Redwoods Public Safety Page.

Eureka Campus Emergency Procedures

Please review the campus emergency map for evacuation sites, including the closest site to this classroom (posted by the exit of each room). For more information on Public Safety go to the Redwoods Public Safety Page It is the responsibility of the College of the Redwoods to protect life and property from the effects of emergency situations within its own jurisdiction.

In the event of an emergency:

1. Evaluate the impact the emergency has on your activity/operation and take appropriate action.
2. Dial 911, to notify local agency support such as law enforcement or fire services.
3. Notify Public Safety 707-476-4111 and inform them of the situation, with as much relevant information as possible.
4. Public Safety shall relay threat information, warnings, and alerts through the Everbridge emergency alert system, Public address system, and when possible, updates on the college website, to ensure the school community is notified.
5. Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet, (evacuation to a safe zone, shelter in place, lockdown, assist others if possible, cooperate with First Responders, etc.).
6. If safe to do so, notify key administrators, departments, and personnel.
7. Do not leave campus, unless it is necessary to preserve life and/or has been deemed safe by the person in command.

Klamath Trinity Campus Emergency Procedures

Please review the responsibilities of, and procedures used by, the College of the Redwoods, Klamath-Trinity Instructional Site (KTIS) to communicate to faculty, staff, students and the general public during an emergency. It is the responsibility of College of the Redwoods, Klamath-Trinity Instructional Site (KTIS) to protect life and property from the effects of emergency situations within its own jurisdiction.
1. In the event of an emergency, communication shall be the responsibility of the district employees on scene.
   a. Dial 911, to notify local agency support such as law enforcement or fire services.
   b. If safe to do so, notify key administrators, departments, and personnel.

    c. If safe to do so, personnel shall relay threat information, warnings, to ensure the school community is notified.

    d. Contact Jolene Gates 530-625-4821 to notify of the situation.

    e. Contact Hoopa Tribal Education Administration office   530-625-4413

    f. Notify Public Safety 707-476-4111.

2. In the event of an emergency, the responsible district employee on scene will:

    a. Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet.

    b. Lock all doors and turn off lights if in lockdown due to an active shooter or similar emergency.

    c. Close all window curtains.

    d. Get all inside to a safe location Kitchen area is the best internal location.

    e. If a police officer or higher official arrives, they will assume command.

    f. Wait until notice of all is clear before unlocking doors.

    g. If safe to do so, move to the nearest evacuation point outside the building (Pooky's Park), directly behind the Hoopa Tribal Education Building.

    h. Do not leave site, unless it has been deemed safe by the person in command. Student Support Services (required for online classes)

Student Support Services

The following online resources are available to support your success as a student:

- CR-Online (Comprehensive information for online students)
- Library Articles & Databases
- Canvas help and tutorials
- Online Student Handbook

Counseling offers assistance to students in need of professional counseling services such as crisis counseling.

Learning Resource Center includes the following resources for students

- Academic Support Center for instructional support, tutoring, learning resources, and proctored exams. Includes the Math Lab & Drop-in Writing Center
- Library Services to promote information literacy and provide organized information resources.
- Multicultural & Diversity Center

Special programs are also available for eligible students include

- Extended Opportunity Programs & Services (EOPS) provides financial assistance, support and encouragement for eligible income disadvantaged students at all CR locations.
- The TRiO Student Success Program provides eligible students with a variety of services including trips to 4-year universities, career assessments, and peer mentoring. Students can apply for the program in Eureka or in Del Norte
- The Veteran's Resource Center supports and facilitates academic success for Active Duty Military, Veterans and Dependents attending CR through relational advising, mentorship, transitional assistance, and coordination of military and Veteran-specific resources.
- Klamath-Trinity students can contact the CR KT Office for specific information about student support services at 530-625-4821

Policies, Assignments and Grading (specific to this class section)

Code of Conduct - Professional conduct is built upon the idea of mutual respect. You will be expected to communicate and behave professionally in all class communications and interactions. This includes respectfully disagreeing with each other when appropriate, offering constructive criticism to each other's work,

respecting perspectives different from your own, and embracing the idea (which I strongly believe in) that we can learn from each other and our diverse belief systems and life experiences.

Assignments

Discussion posts, critical reviews and "Likeable Social Media" reading insights. Each week (starting Week 2) you will be posting *three times on Canvas*: *one discussion post addressing the question of the week, one critical review post where you provide feedback to a post from a fellow classmate, and one social media insight post related to your reading*. Please see the reading schedule pinned to the top of Discussions for your planning. ***You will also be periodically asked to post an update on your progress in obtaining your Google Marketing Certification.*** Each of these assignments aims to get you thinking about contemporary marketing issues and actively participating in Canvas and in-class (via Zoom) discussions. A secondary goal is to establish your online "voice" by practicing creating content each week online just as the leading digital marketing experts do in the "real world."

Social media teacher for the day: Please see the "Assignments" page of Canvas for the details of this assignment. Generally, you will join a team in class that will be assigned a social media platform to research. Each team will present the best practices for how the platform can be used and detail how data analytics can be used to measure the success of the efforts.

Google Marketing Certification: Please see the "Assignments" page of Canvas for the details of this assignment. This is one of the huge assets that you will leave class with. Employers nationally (and certainly in our local area) are consistently looking for employees or consultants who can manage digital marketing efforts. The Google Marketing Certification is a widely known asset that you can add to your resume. You will be asked to post periodically on Canvas to report back on your progress (please see Modules for due dates).

Team Marketing Plan (Final presentation): The requirements for the Team Marketing Plan, and related assignments, will be discussed at length in class. In brief, a portion of each class session will be devoted to discussing the many challenges that a marketer faces when starting a new business. Each team will be required to utilize course concepts, and the group's collective creativity, to create a viable Marketing plan. At the end of the semester, each team will be required to post a video of their plan to the class.

For your presentation, your team will be asked to play the role of the "decision makers" within an entrepreneurial start-up company. You will present your marketing plan via video recording with potential investors as your hypothetical audience. Your collective creativity, enthusiasm, and thorough research will either convince our class to invest in your new company…or not. We will discuss the requirements of the presentation at length in class. Please refer to the class schedule for the due dates of these assignments.

Please see the Modules section on Canvas to see a detailed weekly schedule including assignment descriptions and due dates. ***All work is submitted to Canvas and must be turned in by the due date.***

Grading (The Bottom Line): Grades will be assigned using the following performance measures:

Social media teacher for a day (teams)	100 Points

Discussion posts	100 Points
Critical review posts	100 Points
"Likable Social Media" posts	100 Points
Google Marketing certificate	100 Points
Team Marketing Plan Presentation	100 Points
Total Points Possible	**600 Points**

Please note: The above assignments and point totals are tentative / subject to change.

100% - 93%	A	92.9% - 90%	A-	89.9% - 87%	B+
86.9% - 83%	B	82.9% - 80%	B-	79.9% - 77%	C+
76.9% - 70%	C	69.9% - 60%	D	59.9% - 0%	F

If your final grade is "on the bubble" (e.g., 79% or 89%), *class participation and attendance* will be the deciding factor.