

Course Information

Semester & Year: Fall 2021

Course ID & Section #: BUS 35 / V2344

Instructor's name: Chris Gaines

Day/Time of meetings: Tuesdays from 10-11:30am via Zoom (optional but highly encouraged)

Location: Zoom (login details below)

Zoom login*: <https://redwoods-edu.zoom.us/j/94657896914>

* Zoom recordings will be uploaded to Canvas Modules for the corresponding week.

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)

Email address: chris-gaines@redwoods.edu (checked frequently)

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

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).

Marketing Plan (Final video presentation, recording to be posted on Canvas): The requirements for the Marketing Plan will be discussed at length in class and an outline will be posted to Canvas.

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.

CR Policies and General Information

Accessibility

College of the Redwoods is 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

If you are taking online classes, DSPS will email approved accommodations for distance education classes to your instructor. In the case of face-to-face instruction, please present your written accommodation request to your instructor at least one week before the needed accommodation so that necessary arrangements can be made. Last minute arrangements or post-test adjustments usually cannot be accommodated.

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. This 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.

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, please see below:

[Extended Opportunity Programs & Services \(EOPS\)](#) provides services to eligible income disadvantaged students including: textbook award, career academic and personal counseling, school supplies, transportation assistance, tutoring, laptop, calculator and textbook loans, priority registration, graduation cap and gown, workshops, and more!

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 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.