BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUS 59 – Promote Your Business with Social Media - Online
Spring 2018 – Section 64Z, CRN: 44128
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 read in the textbook 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 IRL business, Hershel.

Social media platforms come and go, as we see from the sudden demise of Vine and the ever-changing newsfeed algorithms for Facebook and Instagram. The simulation game would help you to apply what you learn in this class to 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.

Student Learning Outcome Statements (SLO)

• **Student Learning Outcome**: Analyze relationship building with target customers and diverse partners and design a social media plan likely to produce favorable outcomes.
• **Student Learning Outcome**: Examine a wide variety of cost-effective promotion tools.

CONTACT INFORMATION:

Office hours: T-F 10:30-11:20am
Office hour location: Business Lab in Room ATC 203D (enter from outside door, not through CIS Lab)
Contact the instructor via Canvas Messaging (not email).
The instructor will try to answer the messages within 2 business days or likely much sooner.

4/4/18

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 the De Anza bookstore or Stukent's "join" link to purchase the required textbook and simulation software access.

- Stukent course code: CC-A4AD01
- Mimic Simulation ISBN: 978-0-9967900-7-9
- Social Media Marketing. ISBN: 978-0-692-22688-9

Students on financial aid: Please contact the De Anza bookstore, **not** the instructor.

Students need to access Stukent e-textbook beginning Week 1. Students who fail to purchase the textbook and simulation software by end of Week 2 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, make 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 lesson.

COURSE REQUIREMENTS:

This is a five-unit course, where if in a face-to-face format, the class would have met for 5 hours lecture plus assignments and preparation. As such, for this online class, be prepared to spend between 5-to-10 hours per week studying the course materials and doing the homework assignments. All assignments must be submitted on time.

Students will need online access to the following:

1. All registered students must use Canvas to access the course homepage where all the course materials and assignments reside. Take the Canvas tutorial and click here for help with Canvas 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 announcement notification from the instructor and access your course from your mobile devices.

2. Open source (free) textbook *Principles of Marketing* from Saylor.

4/4/18

3. Textbook and simulation software by Stukent. The publisher does not allow purchase only software or only e-textbook.

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

5. Take the timed, open-book chapter tests on Canvas (not Stukent website) only after you have studied the chapters. All chapter test questions are based on the Stukent textbook. Canvas will automatically drops the lowest chapter test grades at the end of the quarter. See Grades section of the syllabus below.

6. Submit simulation quiz, strategy, posts and analysis. The simulation quiz contains "easter eggs" with hints for the strategy for the simulation. The strategy paper is crucial to the success of your simulation so please make sure you familiarize yourself with the game and read all the articles. The instructor has copied some of the articles as a downloadable file in Canvas. The simulation posts consist of content selection, target persona(s) selection, scheduling and budgeting for each simulation run. There are 4 simulation post rounds.

   The analysis rounds contain questions you need to complete. You cannot miss the analysis rounds otherwise you cannot move to the next post round. There are 3 analysis rounds.

7. Submit discussion papers. Post responses to questions in the assignment areas in Canvas. Please do not message or email your forum responses to the instructor.

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.))

De Anza highly recommends updating to the most current version of your preferred browser. Your browser will notify you if there is a new version available.
Run this Computer Readiness Test to check your browser and see what plug-ins you might need.

4/4/18

GETTING HELP:

1. Canvas issues:
   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.

2. Simulation software issues:
   Mimic Social simulation or Stukent textbook technical help: There is an "Instruction" and a "Help" button in almost every Mimic screen with Stukent help desk staff standing by to help you.

3. Course content questions about the lessons of the week:
   If you are on campus, please come to the instructor's office hours. For online help, please message on Canvas the instructor. Please do not use email once the quarter starts, please use Canvas messaging only.

The instructor is here to help you succeed in this course and will regularly reach out to the class regarding assignments, chapter readings or changes in due dates via Announcements. In order to make sure students receive all communications in a timely fashion, students should make sure to set the notification preferences in Canvas for messages or Announcements, so that you will immediately receive a notification. In the past, students have missed major announcements and weekly wrap-up of assignments because they did not read the announcements or only read the titles. Please make sure you read the all the messages and announcements since they are our only way to communicate.

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 Sunday 5pm of Week 2 (full access, not partial or trial access).
2. Fail to complete all assignments in Week 1, not just choosing one or two assignments.
3. Earned less than 138 total points from Week 1 & 2 assignments.
4. Earned less than 477 total points by Saturday 11:59pm Week 8.
5. Fail to complete all weekly assignments for more than 3 weeks. Each week there are multiple assignments. Choosing one or two assignment to do for the week does not constitute class participation and will be counted as absent for that week.

Only valid reasons for late or missed assignments 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. An assignment due on a Saturday, for example, does not mean students should work on the assignment on Saturday only. Since almost everyone has work or personal responsibilities, please plan ahead. Too busy to do the assignment on a Saturday means you should complete your assignment before Saturday. Travel, work schedule, non-emergency/non-hospitalized illnesses, family matters, forgetting, and personal issues are not valid reasons for being not submitting the assignments since almost everyone faces similar challenges.

Students have TWO WEEKs to work on an assignment. If you believe that you may not be able to work on a particular assignment within a two-week window and plan to ask for an extension, please let the instructor know AHEAD of time to make special arrangement for that assignment so that you can work on the assignment BEFORE the due date. There is absolutely no extension or late submission except for jury duty, major surgery/medical emergency, or National Guard, all with official proofs. Students who miss any assignment typically do not do well in this class given that all the points are cumulative. Missing one week represents one whole letter grade on average. Nevertheless, if you do miss a chapter quiz after Week 3, do not panic because the instructor does drop the lowest grade chapter quizzes, but not any other assignments or simulation work.

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 for attendance and drop/add/withdraw and deadline.

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. 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 access to etextbook, simulation, assignments, forum discussions, and chapter quizzes. All assignments are posted and accessed through Canvas.

A computer is required for this online course. 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 is not a valid excuse for incomplete assignments. If you cannot have consistent, reliable

access to a computer and Internet every week, you may want to explore taking other exciting Business courses that are offered on De Anza campus that do not require computer and internet access.

CLASS ACTIVITIES:

- Chapter readings
- Online articles and videos
- Chapter tests
- Online discussion forums
- Mimic Simulation postings and assessments

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. With a question on a new screen, it is impossible for you to complete a test without Canvas registering your work. 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 quiz and strategy

The simulation quiz contains "easter eggs" that will help with your strategy for the simulation. Please make sure to complete the simulation quiz only after reading all the articles, descriptions, and rules about the simulation. The instructor will not publish the answer to this quiz since it is essential that students learn the simulation and how to select target segments and platforms. The simulation strategy assignment is a Canvas file upload and will be automatically submitted to turnitin.com by Canvas.

Simulation posting rounds

A simulation guide is available for download in Canvas. Access to simulation from Stukent main login page. There will be 4 rounds of postings (Rounds 1, 3, 5, 7). 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 purpose of the simulation is to understand how to plan and analyze the results, not just how use the social media management tool.

Simulation analysis rounds

There are 4 analysis assignments – the simulation strategy mini-paper and 3 analysis rounds (rounds 2, 4, 6) where students need to answer a list of questions based on the results.

Extra credits

There are 2 extra credits opportunities. First is a research of a social media management tools discussion forum on Canvas on a first-come, first-served basis. Second is based on the ranking of the simulation results described below.

GRADING POLICY

The grades will be based on the following distributions:

Activities	Canvas Points
Chapter tests	400 (40 points per test, 12 quizzes, 2 lowest scores dropped (except chapter 1, 2, 3, 4)) – DO NOT miss any first 2 weeks
Simulation quiz	60 points
Simulation Strategy paper	90 points
Simulation posts	100 points (25 points each) (Rounds 1, 3, 5, 7)
Simulation Analyses	150 (Rounds 2, 4, 6 analysis in Mimic Social, 50 points each)
Discussion forums	200 (20 points for intro; 90 points social media job post; 90 points fake fans)
Extra credits: Simulation results class ranking	Assuming 50 students in class by end of the quarter, student with highest revenue at the end of Round 7 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 registered at the end of the quarter.
total	1,000 points to receive 100% in class

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

Please do not post your assignments in the "assignment comments" area or message/email your assignments to the instructor. Assignments must be post in discussion forums, Canvas quizzes, Canvas file upload, or within the Mimic Social software. Submissions other than as designated in the "assignment area" for each week will be deleted and no grades will be awarded.

Written assignments will be processed through turnitin.com for plagiarism check. Papers over 25% copied will receive a zero. There is no need for citations since this is not a research class; therefore all papers should ideally have 0% turnitin plagiarism score.

Instructors do not "give" grades; students earn them. Letter grades for the course will be assigned to students based on the sum of the graded earned at the end of the quarter. During the quarter, your course grade will change 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 chapter test 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 following table for letter grades is finite and not negotiable. To be fair to your fellow classmates, do not ask the instructor to change the cutoff for the letter grades for you.

Total %	Letter grade
97% or above	A+
93%-96.9%	A
90%-92.9%	A-
87%-89.9%	B+
83%-86.9%	B
80%-82.9%	B-
77%-79.9%	C+
70%-76.9%	C
67%-69.9%	D+
63%-66.9%	D
60%-62.9%	D-
59.9% or below	F

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.

ACADEMIC INTEGRITY:

Students are expected to abide by the Student Conduct Rules as described in the Student Handbook. Students who cheat on the assignments or tests, 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 – Spring 2018*

Weeks	Topics	Assignments (most due Wednesday or Saturday 11:59 pm)
Week 1	Saylor Chapter 1 - Overview of principles of marketing Stukent Chapter 1 – Social Media Revolution Stukent Chapter 2 – Connected Customers and Social Interactions	Due Wed: Forum: Self-Introduction Due Sat: Chapter 1 test Due Sat: Chapter 2 test Total: 100 points
Week 2	Saylor Chapter 5 – Market segmenting, targeting Stukent Chapter 3 – Social Media Audit Stukent Chapter 4 – Social Media Metrics Log in and read all articles in Mimic Social Download and read Mimic Social guide from Canvas	Due Wed: Chapter 3 test Due Sat: Chapter 4 test Due Sat: Simulation overview quiz Total: 140 points
	Deadline for drop with refund without a "W". Students without full access (not free trial) to simulation and Stukent textbook will be dropped Sunday 4/22 5pm	
Week 3	Stukent Chapter 5 – Strategic Usage of Social Media	Due Wed: Chapter 5 test Due Sat: submit mini-paper: Your strategy for simulation game Total: 130 points
Week 4	Stukent Chapter 6 – Managing Social Media Communications and Planning Cycles Additional readings: - Social Media SEO - Social Media Industry Report – p 17-38	Due Wed: Chapter 6 test Due Sat: Round 1 (posts) Total: 65 points
Week 5	Stukent Chapter 7 – Designing Content for Social Media Communications	Due Wed: Chapter 7 test

		Due Sat: Round 2 (assessment questions)
		Total: 90 points
Week 6	Additional Readings: - Forbe's article on social media strategy - Facebook marketing tips Social Media Industry Report – p 14-1 Social Media Industry Report – p 40-48	Due Sat: Simulation Round 3 (posts) Due Sat: Simulation Round 4 (assessment questions) Total: 75 points
Week 7	Stukent Chapter 8 – Social Media Advertising	Due Wed: Chapter 8 test Due Sat: Discussion paper: Working in Social Media Marketing Total: 130 points
Week 8	Stukent Chapter 9 - Using Earned Social Media – Seeding and Viral Marketing	Due Wed: Chapter 9 test Due Sat: Simulation Round 5 (posts) Total: 65 points
	Deadline for withdrawal "W"	
Week 9	Stukent Chapter 12 - Managing Customers Using Social Media	Due Wed: Chapter 12 test Due Sat: Simulation Round 6 (assessment questions) Total: 90 points
Week 10	Read articles on fake accounts and impact on social media strategy for businesses Read instructor article on pay per impression vs. per click	Due Sat: Discussion paper: Buying fake fans Total: 90 points
Week 11	Stukent Chapter 11 – New Product Development and Launches Using Social Media	Due Wed: Chapter 11 and mobile optimization article test Due Sat: Submit Simulation

	Mobile optimization	Round 7 (posts) -- no Round 8 Total: 65 points
Week 12	Stukent Chapter 10 – Market Research using Social Media	DUE TUESDAY: Chapter 10 test Total: 40 points

- 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
Email: DSS@deanza.edu

4/4/18