

BUS 059 (62Z) - Niedermier, 15F

BUS 59 Syllabus- CRN 22407

Business 59

Promoting Your Business with Social Media

Course Overview and Syllabus

Fall 2015 / 5 Units

OFFICE HOUR ONLINE - TUES - 2:00PM - 3:00PM

EMAIL: niedermiergary@fhda.edu

— *Course Description:*

This new course focuses on methods of promotion for businesses using social media. Students will examine various elements of e-marketing including online reputation management, relationship marketing, online advertising, search engine marketing, mobile marketing, etc. Each student using online tactics described in the information contained in the textbook will develop a promotion plan for an existing or planned business.

— *Learning Outcomes:*

By the end of the course, students should be able to:

- Identify ways to use the growing role of mobile media in promotion.
- Apply ways to leverage social media in marketing.
- Design a plan for relationship-building with target customers, and diverse partners.
- Illustrate the benefits of event marketing for a business.
- Demonstrate how companies can use social media to gain the attention of the press.
- Apply online marketing tools to improve the customers experience and the firm's presence on the web.
- Illustrate how firms build and use marketing databases.
- Assess, select, and justify promotion tactics best suited to your (real or planned) business.

Advisories:

English Writing 1A , or English as a Second Language 5.

Materials:

- **E-Book Text:** Larsen, J. and Draper, S. (2014) Internet Marketing Essentials (1st ed.) Idaho Falls, ID: Stukent, Inc. (Ebook retrieved from www.stukent.com/internet-marketing-textbook/)
 - **How To Access The Textbook:** Use the following **URL**- stukent.com
 - The course ID number for this class is: S7P664. Go to stukent.com----in the top right corner, click on "book login"----the next window should have a "register" link (also in the top right corner), click on it. Fill in the information and follow the directions from there to complete your registration. The first time you login, you will be prompted to pay for the material.
 - After registration, to log into the textbook use: book.stukent.com
 - For customer support contact, Braydon@stukent.com
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- **Technology:** The following technology is required in order to access the course materials.
 - You will need a **computer** with **broadband access** (at least 256k) to the Internet.
 - You need to have a **current browser** in order to view the web-based course materials (Firefox is recommended). You also need to allow cookies, Java, Javascript, and enable pop-ups for the course to function properly.
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 - For the videos you will use a **Java** clipstream or **Windows Media Player**. Again, the Java clipstream option works well and is recommended for Macintosh users. You will need to have Java installed on your computer, and set your browser to allow **Java** and **Javascript**.
 - Catalyst is built in the Moodle platform, which requires you to use Windows, Mac OS X, or Linux (with a window manager that supports the Firefox browser).
Please note that older versions of Windows may be less secure than newer ones, due to older encryption technology used. It is recommended that your computer have at least 1 GB of RAM for optimal performance.

Support:

The Distance Learning Center is available to provide technical and administrative assistance to students of distance learning.

Catalyst Technical Support:	http://catalysthelp.deanza.edu/
Distance Learning Center Home Page:	http://www.deanza.edu/distance/
DLC Phone:	(408) 864-8969
DLC Address:	21250 Stevens Creek Boulevard, Room MLC-250, Cupertino, CA 95014
DLC Hours of Operation:	Mon-Thurs 8:30 am-6 pm, closed Friday through Sunday (PST)

Requirements:

- **Reading and Review:** Each week you will have chapter readings from the e-book. The readings will help your thought process in identifying the types of social media promotion you may want to use depending on your overall marketing strategy. The text readings should also get you thinking in an analytical mode to create a "way of thinking" about how to promote a product and brand.

Assignments: There are **Expert Sessions** at the end of most of the required reading. You will be asked to post to Forum answers to review questions pertinent to each Expert Session. Your answers will be logged in as received or not received. Not turning in your answer hurts your grade. Turning in your answer says that you have analyzed the Expert Session and completes the assignment. **Answers to the Expert Session are due by 11:55 PM.**

Exams: There will be three exams during the quarter. The exams will be based on the material from the text. The lowest score will be dropped from the calculation of your grade. If for any reason you miss an exam, then that will be the one that is dropped. The schedule is as follows:

Exam # 1 (50 points) covers chapter's 1, 2, 3, 4. Scheduled for end of week # 3.

Exam # 2 (50 points) covers chapter's 5, 6, 7, 8. Scheduled for end of week # 7.

Exam # 3 (50 points) covers chapter's 9, 10, 11, 12, 13. Scheduled for week # 12.

- **Promotion Plan:** Over the quarter, you will work on a promotion plan for an existing or planned business. This major project is broken into four deliverables. You will produce a:

- **Business Overview:** 1 page (approx.), due by the end of Week 3. High end description of the market place and market trend, your product and how you distribute your product to the end user.
- **Customer Analysis:** 1 page(approx.) due by the end of Week 5. What does your target customer look like demographically: age range, education, income level, etc, What are the target customer's needs? What will he/she pay for? How do they want to be approached? How do they react to various marketing stimulus?
- **Draft Plan:** Due by the end of Week 7. the Draft Plan should contain all of the major "bones" or key features that support the overall promotion plan, i.e the tactical moves you will put into play.
- **Final Plan:** due by the end of Week 11. (points graded by instructor)
- The Final Plan will be worth up to a maximum of 100 points.

Tips for Success:

Here are some of the ways that you can enhance your knowledge in this class. Please take advantage of them!

- Complete the required reading prior to taking an exam. Don't try to "wing it".
- Make certain to schedule your work so that you can complete tasks on time.
- When you don't understand something, post a question in the "Q&A forum".

Grading Policy:

Your evaluation in this course will be divided as follows:

<i>Course Requirement</i>	<i>Point Value</i>	<i>Percentage</i>
2 Exams	100	
Promotion Plan	100	
<i>Total</i>	200	100%

Grade Scale:

Grades will be assigned to students based on the total points earned in the course. Grades will be curved based on the highest point score in the class. You may access your final grades in Catalyst by the weekend after the final exam. After that, look on the web in My Portal under resources for the link to view your grades.

Dropping the Class:

The drop procedure is as follows. (There is no other online or telephone method for doing a drop after the first two weeks of class.)

1. Download and fill out a form from the De Anza web site at: <http://www.deanza.edu/registration/Drop.pdf>
2. Fax it to **Admissions & Records** at **(408) 864-8329** before the drop deadline in the 8th week of class

Academic Integrity:

Students who plagiarize or submit the work of others as their own will receive an F in the course and will be reported to college authorities. For more information, see the Student Handbook PowerPoint presentation on Academic Integrity

Lesson Plan:

Dates	Lessons
Week 1	Chaps: 1 & 2 - Internet Marketing foundations & How Search Engines Work
Week 2	Chap: 3 - On-Site Search Engine Optimization
Week 3	Chap:4 -Off-Site Search Engine Optimization
Week 4	Chap:5 - Paid Search Marketing
Week 5	Chap: 6 - Online Advertising
Week 6	Chap: 7 - Landing Page Optimization
Week 7	Chap: 8 - Analytics
Week 8	Chap: 9 - Email Marketing
Week 9	Chaps: 10 & 11 - Social Media 1 & Social Media 2
Week 10	Chap: 12 - Online PR & Online Reputation Management
Week 11	Chap: 13 - Mobile Marketing and Course Wrap-Up
Week 12	Final Exam

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