

Syllabus for BUS 35

Course Information

Semester & Year: Fall 2024

Course ID & Section #: BUS 35 / E7438

Instructor's name: Chris Gaines

Location: T/TH 10:05-11:30 (HU 218)

Please read the orientation information on the **Home** page in **Canvas**. The **Modules** section includes a week-by-week schedule for the class.

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

* Zoom will be used for office hours **by appointment and as needed**. Please email me if you would like to schedule a time.

Course units: 4 units

Textbook: Building a StoryBrand: Clarify Your Message So Customers Will Listen. Donald Miller. Harper Collins. ISBN: 978-1400201839

Google Marketing Certification: Please sign up for this free course **during the first week of class** and start making progress in the course ASAP. Please see the "Assignments" page of Canvas for more details and login information.

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

Class Policies, Assignments, and Grading

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.

All work must be your own. I welcome you to use AI tools to conduct research and to help you better understand the content, but please see the AI policy below to be sure that you fully understand the requirements for using AI.

AI Use Policy

Please see the AI policy for this course below. You are encouraged to use ChatGPT or similar Generative AI tools in this class. These tools are becoming increasingly common for use in academic and professional settings. This will be an opportunity for you to learn the tools but ***please note the requirements and limitations mentioned in the policy description below.***

You can sign up for a free accounts to access commonly used AI tools below:

- OpenAI: <https://chat.openai.com/auth/login>
- Microsoft: [Bing AI - Search](#)
- Claude: [Claude](#)

AI Policy, Student Responsibilities, and Limitations of AI Use

1. Generative AI tools are imperfect and require refinement from the user to maximize the usefulness of the results.
 - a. To get started, please read the following article to learn more about ChatGPT and how to improve the results that it gives you: [How to use ChatGPT for this course](#). Please see above for other tools similar to ChatGPT for you to explore.
 - b. Don't exclusively use AI tools for research and certainly don't trust the results as factual. It is your responsibility to use multiple sources to validate results.
 - c. Please use the following convention for reporting any AI use in this class:
 - i. Include a brief note under the title of "AI Use" at the end of the assignment that defines the AI tools used and the prompts that you used to get the results. ***Failure to report this information will result in a violation of the Academic Dishonesty policy at CR.***

Assignments

Discussion posts, critical reviews and 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 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

Building a StoryBrand 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***. Any changes will be posted in Canvas, via email, and/or announced in class.

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.

Educational Accessibility & Support

College of the Redwoods is committed to providing reasonable accommodation for qualified students who could benefit from additional educational support and services. You may qualify if you have a physical, mental, sensory, or intellectual condition which causes you to struggle academically, including but not limited to:

- Mental health conditions such as depression, anxiety, PTSD, bipolar disorder, and ADHD
- Common ailments such as arthritis, asthma, diabetes, autoimmune disorders, and diseases
- Temporary impairments such as a broken bone, recovery from significant surgery, or a pregnancy-related disability
- A learning disability (such as dyslexia, reading comprehension), intellectual disability, autism, or acquired brain injury
- Vision, hearing, or mobility challenges

Available services include extended test time, quiet testing environments, tutoring, counseling and advising, alternate formats of materials (such as audio books or E-texts), assistive technology, on-campus transportation, and more. If you believe you might benefit from disability- or health-related services and accommodations, please contact [Disability Services and Programs for Students \(DSPS\)](#). If you are unsure whether you qualify, please contact DSPS for a consultation: dsps@redwoods.edu.

DSPS office locations and phone numbers

Eureka campus

- Phone: 707-476-4280
- Location: Student Services Building, first floor

Del Norte campus

- Phone: 707-465-2324
- Location: Main Building, next to the library

Klamath-Trinity campus

- Phone: 707-476-4280

Student Support Services

Useful information and clear communication about your needs will help you be successful. Please let your instructor know about any specific challenges or technology limitations that might affect your participation in class. College of the Redwoods wants every student to be successful.

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

[CR Online Learning Support](#)

Tech support, laptop loans, guides to using Canvas, installing Office 365 for free, and more.

[Library Articles & Databases](#)

Find the best library databases for your research.

[Online Tutoring Resources](#)

Participate in tutoring over Zoom.

To learn more about the resources available to you, click on the title bar below, or click the down arrow to expand them all.

Klamath-Trinity students can contact the CR Klamath-Trinity Office for specific information about student support services at 530-625-4821.

Community College Student Health and Wellness

National Suicide Prevention Lifeline

If you are in distress or are with someone at risk right now, call or text the National Suicide Prevention Lifeline.

Call the National Suicide Prevention Lifeline
1-800-273-TALK (8255)

Text the National Suicide Prevention Lifeline
741-741

Timely Care

When you're not feeling well physically or distressed mentally, Timely Care can offer the help you're looking for in just a few quick taps. Students can schedule an appointment anytime via phone, video, and chat. [Log in or set up an account with Timely Care.](#)

Mental Health Counseling

Students should text, email, or fax Shawna Bell directly for scheduling and/or services.

- Text: 707-496-2856
- Email: shawnabmft@gmail.com
- Fax and voicemail: 707-237-2318

Wellness Central

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 [Wellness Central](#).

Counseling

[Counseling and Advising](#) can assist students in need of academic advising and professional counseling services. Call, email or stop by one of our offices to make an appointment!

Counseling and Advising office locations and contact info

Eureka campus

- Phone: 707-476-4150
- Location: Student Services Building, first floor
- Email: counseling@redwood.edu
- Hours: Monday through Friday, 9am to 4pm. Summer hours may vary

Del Norte campus

- Phone: 707-476-2300
- Location: Main Building, next to the library
- Hours: Summer hours may vary

Klamath-Trinity campus

- Phone: 530-625-4821
- Email: KT-staff@redwoods.edu
- Hours: Summer hours may vary

Basic Needs Center

[The Basic Needs Center](#) provides for the health and safety of students by providing access to healthy food, financial resources, and referrals to safe and secure housing. [Submit a request for services and information.](#)

Basic Needs Center contact info

- Phone: 707-476-4153
- Email: the-grove@redwoods.edu

Learning Resource Center

The Learning Resource Center includes the following resources for students:

Library Services

[Library Services](#) promotes information literacy and provides organized information resources.

Multicultural and Equity Center (MCE)

The [Multicultural and Equity Center](#) is a dynamic and inclusive place that supports all students in their academic and personal journeys at the college. We do this by creating community, home away from home, and a safe place for cultural expression, cross-cultural learning, access to college and dignity resources, and social justice work opportunities. The MEC is committed to retention and student success by offering activities related to leadership development, student connectedness and student equity. We are a student-centered program that fosters respect for all people.

Academic Support Center

The [Academic Support Center](#) offers tutoring and test proctoring for CR students.offers tutoring and test proctoring for CR students.

Student Tech Help

[Student Tech Help](#) provides students with assistance with a variety of tech problems.

Extended Opportunity Programs and Services (EOPS)

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

TRiO Student Success Program

The TRiO Student Support Services Program provides eligible students with a variety of services including academic advising, career assessments, assistance with transfer, and peer mentoring. Students can apply for the program with the [Eureka TRiO office](#) or the [Del Norte TRiO office](#).

Veterans Resource Center

The [Veterans 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.

CalWORKS

California Work Opportunity & Responsibility to Kids ([CalWORKs](#)) provides supportive services to student parents with children under the age of 18, who are receiving cash assistance (TANF benefits), to become self-sufficient. Services include: transportation assistance, basic student supplies, tutoring, priority registration, laptop and calculator loans, career, academic, and personal counseling, and more!

Fall 2024 Dates

Date	To Remember
August 23	Last day to register for classes (day before the first class meeting)
August 24	Classes begin
August 30	Last day to add a class
September 2	Labor Day Holiday (district wide closure)
September 6	Last Day to Drop & Receive a Refund
September 8	Last Day to Drop w/out a "W"
September 9	Census Date (20% of class)
October 31	Last Day to Petition to Graduate & Petition for Certificate
November 1	Last Day for Student/Faculty Withdrawal
November 11	Veteran's Day Holiday (District Wide Closure)
November 25-26	Fall Break (No Classes)
November 27-29	Thanksgiving Holiday (District Wide Closure)
December 14-20	Final Examinations
December 20	Last Day to File P/NP Option
December 20	Semester Ends
December 27	Grades Due
January 3	Grades Available for Transcript Release

Academic dishonesty

In the academic community, the high value placed on truth implies a corresponding intolerance of scholastic dishonesty. In cases involving academic dishonesty, the grade and the student's status in the course is left mainly to the faculty member's discretion. 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 [2023-2024](#) College Catalog and [CR Board and Administrative Policies](#).and [CR Board and Administrative Policies](#).

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. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the [2023-2024](#) College Catalog and [CR Board and Administrative Policies](#).and [CR Board and Administrative Policies](#).

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.

Canvas Information

- Log into Canvas at [My CR Portal](#)
- For help logging in to Canvas and general tech help, visit [Student Technical Support](#)
- Once you're logged in to Canvas, you click on the Help icon on the left menu
- Canvas online orientation workshop: [Canvas Student Orientation Course](#)

Setting Your Preferred Name and Pronouns in Canvas

Students can display personal pronouns and an alternate first name in Canvas. Students may change their pronouns on their own in Canvas (Account :: Settings :: Edit Settings). To request a change to your preferred list name, contact [Admissions & Records](#). 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 \(pdf\)](#).

Emergency Procedures / Everbridge

College of the Redwoods has implemented an emergency alert system called Everbridge. In an emergency on campus, you will receive an alert through your personal email and/or phones. Registration is not

necessary to receive emergency alerts. Check to make sure your contact information is up-to-date by logging into [WebAdvisor](#) 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 visit [Redwoods Public Safety](#).

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.

To learn more about campus-specific Emergency Procedures, click on the title bar below, or click the down arrow to expand them all.

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, visit [Redwoods Public Safety](#).

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 with faculty, staff, students, and the public during an emergency. College of the Redwoods, Klamath-Trinity Instructional Site (KTIS) is responsible for protecting life and property from emergency situations within its own jurisdiction.

In the event of an emergency, communication shall be the responsibility of the district employees on scene:

- Dial 911, to notify local agency support such as law enforcement or fire services.
- If safe to do so, notify key administrators, departments, and personnel.
- If safe to do so, personnel shall relay threat information, warnings, to ensure the school community is notified.
- Contact 530-625-4821 to notify of the situation.
- Contact Hoopa Tribal Education Administration office 530-625-4413
- Notify Public Safety 707-476-4111.

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

- Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet.
- Lock all doors and turn off lights if in lockdown due to an active shooter or similar emergency.
- Close all window curtains.
- Get all inside to a safe location Kitchen area is the best internal location.
- If a police officer or higher official arrives, they will assume command.
- Wait until notice of all is clear before unlocking doors.

- If safe to do so, move to the nearest evacuation point outside the building (Pooky's Park), directly behind the Hoopa Tribal Education Building.
- Do not leave the site unless it has been deemed safe by the person in command.