

## Course Information

**Semester & Year:** Fall 2025

**Course ID & Section #:** BUS 35 / D60640

**Instructor's name:** Dr. Laurrie McKendry

**Location:** CDCR A-Yard

**Date & Time:** W 12:45 – 3:45

**Course units:** 4 units

## Required Textbooks

1.) *Social Media Marketing: A Strategic Approach* 3<sup>rd</sup> edition, 2023

Cengage

ISBN: 978-0-357-51618-8

## Instructor Contact Information

Contact: Use “Q & A Forum” discussion in Canvas or use “Ask CR” forms for course questions outside the classroom.

## 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 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.

Academic work using generative AI tools (ChatGPT or similar) are not allowed. **All work must be your own.** That said, I welcome you to use these tools to conduct research and to help you better understand the content.

### Accepting Late Work

Late assignments *may* receive point reductions, depending on the situation and/or duration of lateness.

**Assignments submitted more than two weeks after the due date will not be graded.**

Life happens! You do not owe me any apology for missing or late work. This is your education, and my assumption is that **you are doing your best.** All students juggle school priorities among many others including work, family and health. You will not receive a late penalty for work received late due to a lockdown or program cancellation at Pelican Bay.

### Program Cancellations

If the Pelican Bay Scholars Program is not able to meet in person as planned for more than 2 weeks, you can expect a correspondence packet will be mailed to you and/or additional directions will be provided in the **Announcements** in Canvas. **If class is cancelled, continue to follow the course outline provided in this syllabus and in Canvas.**

### Class Participation

**This is a F2F class.** What that means is that most of our instruction and engagement will happen in class (face to face). **To receive a passing grade, you must attend classes!**

The college environment is a place of scholarly and professional development. As such, in all our interactions, we should maintain an attitude of kindness, respect, and a core emphasis on acquiring knowledge. Dissent and differences of opinion are natural and encouraged, as long as they are centered on the subject matter and not the individuals involved. Higher education encourages us to explore diverse ways of thinking. By being receptive to novel viewpoints, you can enrich and enhance your educational journey.

### AI Use Policy

Please see the AI policy for this course below. 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 OpenAI ChatGPT or Microsoft Bing account:

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

### 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.](#)

- 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 CR Academic Dishonesty policy.**

\* Credit: [Professor Ethan Mollick](#), Wharton School of Business

## Assignments

**Assignments:** We will have 6 assignments. These are designed to help you apply and understand the course material, not just memorize it. You can use your notes, textbooks, and other course materials, but remember, the goal is to engage deeply with the content. These assignments will test your ability to interpret, analyze, and apply information, rather than just recalling facts.

**Social Media Plan (final presentation):** 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:

Assessment Activities	Points Available	Percentage of Grade
Assignments (6 x 20 pts)	120	44%
Social Media Plan: Final presentation (150 pts)	150	56%
<b>TOTAL</b>	<b>270</b>	<b>100%</b>

**Please note:** The above assignments and point totals are **tentative / subject to change**. Any changes will be posted in Canvas and/or via email.

Below are the **grading points** for final course grade.

A	95%
A-	90%
B+	87%
B	83%
B-	80%
C+	77%
C	73%
D	63%

F	Less than 63%
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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

### Educational Accessibility & Support

#### Student Support

Good 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.

#### Fall SEMESTER 2025

Date	To Remember
August 22	Last day to register for classes (day before the first class meeting)
August 23	Classes begin
August 29	Last Day to add a class
September 1	Labor Day (All Campuses Closed)
September 5	Last Day to Drop & Receive a Refund
September 7	Last Day to Drop w/out a “W”
September 8	Census Date (20% of class)
October 30	Last Day to Petition to Graduate & Petition for Certificate
October 31	Last Day for Student/Faculty Withdrawal
Nov 11	Veterans Day (All Campuses Closed)
Nov 24-28	Fall Break
Dec 13-19	Final Examinations
Dec 19	Semester Ends

### 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. This does not change your legal name in our records. See the Student Information Update form.

## **Course Schedule and Assignments: Available in Canvas and as a printed handout.**

*Each module is one-week long beginning Monday 12:01 am and ending Sunday 11:59 pm*