

Course Information

Semester & Year: Spring 2026

Course ID & Section #: BUS 35 / V9907

Instructor's name: Chris Gaines

Fully online.

Location: All class activities will take place on Canvas.

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>

[Links to an external site.](#)

* 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 2.0: Clarify Your Message So Customers Will Listen. Donald Miller. ISBN 978-1400248872

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.

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 account to access commonly used AI tools below:

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

1. 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](#)
2. [Links to an external site.](#)
3. . Please see above for other tools similar to ChatGPT for you to explore.
4. 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.
5. Please use the following convention for reporting any AI use in this class:
 1. 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.**

* Credit: [Professor Ethan Mollick](#)

[Links to an external site.](#)

, Wharton School of Business

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 (Video presentation, recording to be posted on Canvas): 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.

The work schedule above is subject to change. I will keep the class informed of any changes.