

# BUS 59 Syllabus

## Business 59

### *Promoting Your Small Business*

Course Overview and Syllabus

Fall 2014 / 5 Units

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#### ***Course Description:***

This new course focuses on methods of promotion for small businesses. Students will examine various elements of e-marketing including public relations, relationship marketing, database marketing, search engine marketing, affiliate marketing, etc. Each student will develop a promotion plan for an existing or planned business.

#### ***Learning Outcomes:***

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

- Summarize the ways that customers bring value to your firm and describe the characteristics of the most valuable customers.
- Apply the marketing concept to appeal to your target market.
- Design a plan for relationship-building with customers, and predict customer response.
- Describe the benefits of event marketing for a business.
- Demonstrate how companies can gain the attention of the press.
- Examine a business situation and apply e-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 marketing communications tactics best suited to your business.

#### ***Advisories:***

English Writing 100B and Reading 100 (or Language Arts 100), or English as a Second Language 172 and 173.

## Materials:

- **E-Book Text:** Rob Stokes and the Minds of Quirk. . *eMarketing: The Essential Guide to Online Marketing*. New York; Flat World Knowledge, Inc. One Bridge Street, Irvington, NY 10533
- **How To Access The Textbook:** *eMarketing: The Essential guide to Online Marketing*. Use the following URL- <https://students.flatworldknowledge.com/course/1591547> this screen will give you **paid** options to access the text online. The **\$24.00 option** is least expensive and includes online access to the text, note taking, highlighting, and study aids. The choice is yours, but this option seems to be adequate.
- **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.
  - For the videos from PBS, 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.

|  |   |
|--|---|
| <b>Catalyst Technical Support:</b>         | <a href="http://catalysthelp.deanza.edu/">http://catalysthelp.deanza.edu/</a>         |
| <b>Distance Learning Center Home Page:</b> | <a href="http://www.deanza.edu/distance/">http://www.deanza.edu/distance/</a>         |
| <b>DLC Phone:</b>                          | (408) 864-8969  |
| <b>DLC Address:</b>                        | 21250 Stevens Creek Boulevard, Room MLC-250, Cupertino, CA 95014                      |
| <b>DLC Hours of Operation:</b>             | Mon-Thurs 8:30 am-6 pm, 9:00 am – 4:00 pm Fridays, closed Saturdays and Sundays (PST) |

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## Requirements:

- **Reading and Review:** Each week you will have chapter readings from the e-book. You should read the assigned chapters and analyze the "key takeaways" following each section. The takeaways will help your thought process in identifying the types of promotion you may want to use depending on your overall marketing strategy. The exercises should also get you thinking in an analytical mode. Incorporate the exercises along with the key takeaways to create a "way of thinking" about how to promote a product and brand.

**Assignments:** There are **Case Studies** at the end of most of the required reading. You will be asked to post to Forum answers to review questions pertinent to each Case Study. 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 Case Study and completes the assignment.

**Answers to the Case Studies 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 ( 105 points ) covers chapter's 19, 18, 17, 16. Scheduled for end of week # 3.

Exam # 2 ( 105 points ) covers chapter's 13, 11, 10, 8. Scheduled for end of week # 7.

Exam # 3 ( 105 points ) covers chapter's 7, 6, 5, 4. 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 think? 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 marketing 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.

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### ***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: |                           |                          |
|--|---------------------------|--------------------------|
| <b><i>Course Requirement</i></b>                           | <b><i>Point Value</i></b> | <b><i>Percentage</i></b> |
| 2 Exams  | 210                       |                          |
| Promotion Plan   | 100                       |                          |
|  |                           |                          |
| <b><i>Total</i></b>  | <b>310</b>                | <b>100%</b>              |

### ***Grade Scale:***

Grades will be assigned to students based on the total points earned in the course. 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.

| <b><i>If Your Total Points Are</i></b> | <b><i>Resulting Grade</i></b> |
|--|-------------------------------|
| 279 and up                             | A                             |
| 248 to 278                             | B                             |
| 217 to 247                             | C                             |
| 186 to 216                             | D                             |
| 185 or below                           | F                             |

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### ***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:***

| <b>Dates</b> | <b>Lessons</b>  |
|--------------|---|
| Week 1       | Chaps: 18 & 19 - Marketing Research & eMarketing Strategy |
| Week 2       | Chap: 17 - Customer Relationship Management               |
| Week 3       | Chap: 16 - Mobile Marketing                               |
| Week 4       | Chap: 13 - Web Site Development and Design                |
| Week 5       | Chap: 11 - Online Reputation Management                   |
| Week 6       | Chap: 10 - Viral Marketing                                |
| Week 7       | Chap: 8 - Social Media                                    |
| Week 8       | Chap: 7 - Pay Per Click Advertising                       |
| Week 9       | Chap: 5 - Search Engine Marketing                         |
| Week 10      | Chap: 6 - Search Engine Optimization                      |
| Week 11      | Chap: 4 - Affiliate Marketing and Course Wrap-Up          |
| Week 12      | Final Exam  |