COURSE SYLLABUS

CAMOSUN COLLEGE

COURSE TITLE: ABT 270 – Maintaining an Online Presence

CLASS SECTION: D01

TERM: 2023 Fall

COURSE CREDITS: 3

DELIVERY METHOD: Online asynchronous

Camosun College campuses are located on the traditional territories of the Ləḱʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.
Learn more about Camosun's Territorial Acknowledgement.

INSTRUCTOR DETAILS

NAME: Julia Grav

EMAIL: gravj@online.camosun.ca

OFFICE: Interurban, CBA 231G

HOURS: TBD by the class.

As your course instructor, I endeavour to provide an inclusive learning environment. If at any time you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

This course is designed to introduce students to maintaining an on-line (Internet) presence for an organization using consistent design elements across platforms. Topics will include the development and maintenance of a website, the development and maintenance of related social media sites, and the development and maintenance of a weblog. Please note that students registering in this course will be required to create various social networking and weblog accounts.

PREREQUISITE: C in BUS140 or equivalent
CO-REQUISITE(S): None
EXCLUSION(S): None

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course a student will be able to:
   a) Integrate technologies and content to provide a unified online look and feel for an organization.

b) Design and create an effective web site utilizing an appropriate file management structure and effective page layouts using web page editor and file management software.
c) Create and update a weblog and various social networking sites.
d) Upload completed components to the relevant servers and perform routine maintenance tasks.

REQUIRED MATERIALS & INFORMATION

a) A recent PC or Mac that includes a mic, audio and a reliable Internet connection
b) Textbook: Grav, J. (2023). *Maintaining an online presence.*
   https://pressbooks.bccampus.ca/onlinepresence/
c) Discord Account (free)
d) Canva Account (free)
e) Google Account (free)
f) Hypothes.is Account (free)
g) Instagram Account (free)

Please note: During the course, instructions will be provided on how to download software and access online accounts

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor. All dates are in **Pacific Standard Time (PST)**

WEEK	MODULE	TOPICS	ASSIGNMENTS & DUE DATES
Week 1: September 6-10, 2023	**Module 1: Getting Started & Online Privacy**	Setting up online accounts, course expectations. Online privacy and content ownership	1. Discussion: Introductions & PhotoVoice 2. Activity: Are you Ready? Quiz 3. Exercise: Online Privacy Reading and Annotation. *All* **due September 11 at 11:30pm**
Week 2: September 11-17, 2023		Security Choices, Privacy Hacks & Breaches, Social Media Privacy	1. Discussion: Data sovereignty 2. Exercise: File Management 3. Project Part 1 *Peer Feedback* *All* **due September 18 at 11:30pm**
Week 3: September 18-24, 2023	**Module 2: Branding**	File Management and Branding Best Practices	1. Exercise: Logo 2. Project Part 1 - Site Proposal *Both* **due Tuesday, September 26* at 11:30pm**
Week 4: Sept. 25 - Oct.1, 2023		Selecting & Optimizing Images	1. Demo Site Prep: Selecting the right images 2. Project Part 2 – Brand critiques and creation *Both* **due October 2 at 11:30pm**

*in lieu of Yom Kapoor

WEEK	MODULE	TOPICS	ASSIGNMENTS & DUE DATES
Week 5: Oct. 2-8, 2023	**Module 4: Web Presence**	Creating a site on WordPress.com	Exercise: Create demo website **Due _Tuesday_ October 10** at 11:30pm**
Week 6: Oct. 9-15 2023		Website Design Interface and Smart Patterns	Project Part 3 –Content creation **Due October 16 at 11:30pm**
Week 7: Oct. 16-22, 2023	**Module 5: Website Customization**	Intro to editing HTML and CSS & Perspectives of Online Presence	1. Exercise: Editing HTML and CSS Inline 2. Project Part 4: _Peer Feedback_ _Both_ **due October 23 at 11:30pm**
Week 8: Oct. 23-29, 2023		Search Engine Optimization, Evaluating information sources	1. Project Part 4: Website Creation 2. Exercise: Google Search Console _Both_ **due October 30 at 11:30pm**
Week 9: Oct. 30 - Nov.5, 2023	**Module 6: Social Media**	Audience, Owned - Paid - Earned Marketing	1. Discussion: Social Media Knowledge 2. Exercise: TikTok Case Study **Due November 6 at 11:30pm**
Week 10: Nov. 6 - 12, 2023		Crisis Management, Online Interaction Policies, Creating a SM Marketing Plan	_Start_ Project Part 5: Social Media Plan
Week 11: Nov. 13 – 19, 2023		Key Performance Indicators	1. **Submit** Project Part 5: _Peer Feedback_ 2. Discussion: Perspectives of Social Media Ads _Both_ **due November 20 at 11:30pm**
Week 12: Nov. 20 – 26, 2023		Instagram, Twitter, and other Social Media Platforms	Project Part 5: Social Media Strategy **Due November 27 at 11:30pm**
Week 13: Nov. 27 - Dec. 3, 2023		Facebook for Business, LinkedIn, YouTube, Social Media Integration & Maintenance	1. Project Part 6: Social Media Integration and Maintenance 2. Research Video Assignment (15%) _Both_ **due December 4 at 11:30pm**

** In lieu of Thanksgiving

WEEK	MODULE	TOPICS	ASSIGNMENTS & DUE DATES
Week 14: Dec. 4 – 8, 2023	**Module 7: Maintenance**	Social Media Teams and Roles, Future Evolution of Social Media	Discussion: Moving Forward **Due Friday, December 8 at 11:30pm**

If possible, please print the schedule above for easy reference of all assigned due dates.

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the CAL exams page.

EVALUATION OF LEARNING

DESCRIPTION		WEIGHTING
Online Discussions (5 in total)		15%
Exercises (7 in total with the lowest two dropped)		30%
Project		40%
Part 1 - Site Proposal	5%	
Part 2 - Branding Critique & Logo Creation	5%	
Part 3 - Website Content	5%	
Part 4 - Website Creation	10%	
Part 5 - Social Media Strategy	10%	
Part 6 – SM Integration	5%	
Research Video Assignment		15%
	TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the Grade Review and Appeals policy for more information. https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf

Congrats on reading this far in the course syllabus. Email your instructor letting them know you found this note *before* week 2 begins to get a bonus 1%. gravj@online.camosun.ca 😁

COURSE GUIDELINES & EXPECATIONS

In-house citation rules will be used on all written assignments. Specifically, all sources must have an in-text citation with at direct link to source. e.g. (Grav, 2023)

A grade of zero will be assigned to submissions received more than 4 days (96 hours) after the due date.

SCHOOL OR DEPARTMENTAL INFORMATION

Assignments

** In lieu of Thanksgiving

The School of Business uses APA style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: https://camosun.libguides.com/apa7

- Submit all assignments into the D2L assignments using the file name and format identified.
- In-text citations for quotes, paraphrasing, and references must be consistent with course standards. **In house rules will be used that require a direct link to the source, linked the author's name in the in-text citation. E.g. (Grav, 2023)**
- Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark.
- All submitted work must be properly referenced to sources, **including work generated by AI**

Unless otherwise specified, you are to submit your own work. Any work collaborated will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) Academic Integrity Policy

Deadlines

You must submit your assignments by the due date or as announced. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment.

Students registered through the Centre for Accessible Learning (CAL) should discuss timelines with their instructors at the beginning of each semester.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit http://camosun.ca/students/.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	https://camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the Centre for Accessible Learning (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started: http://camosun.ca/services/accessible-learning/

Academic Integrity

Please visit http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit http://camosun.ca/learn/fees/#deadlines.

Grading Policy

Please visit http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf for further details about grading.

Grade Review and Appeals

Please visit http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (http://camosun.ca/learn/calendar/current/procedures.html) and the Grading Policy at http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf to understand the College's expectations of academic integrity and student behavioural conduct.

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.