COURSE SYLLABUS

COURSE TITLE:	**ABT 270 – Maintaining an Online Presence**
CLASS SECTION:	**D01**
TERM:	**2023 Winter**
COURSE CREDITS:	**3**
DELIVERY METHOD(S):	**Online, Asynchronous**

For COVID-19 information please visit
https://legacy.camosun.ca/covid19/index.html.

Camosun College requires mandatory attendance for the first class meeting of each course. **If you do not complete the week 1 quiz: Are you ready? by the deadline**, *and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

INSTRUCTOR DETAILS

NAME:	Julia Grav
EMAIL:	gravj@online.camosun.ca
OFFICE:	Interurban, CBA 231G
HOURS:	TBD

As your course instructor, I endeavour to provide an inclusive learning environment. However, if 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(S):	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:
  a. Textbook (free): Grav, J. (2023). *Maintaining an online presence.*
     https://pressbooks.bccampus.ca/onlinepresence/
  b. A recent PC or Mac that includes audio and a reliable Internet connection
  c. Canva (free web-application)
  d. Google Account (free)

OPTIONAL:
  a. Codecademy.com online simulation account (Free)

Please note: During the course, instructions will be provided on how to download software and access 3rd-party 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.

WEEK	MODULE	TOPICS	ASSIGNMENTS & DUE DATES
Week 1: January 9-15, 2023	Module 1: Getting Started & Introduction to Online Privacy	Setting up online accounts, course expectations. Online privacy and content ownership	1. Discussion: Introductions & Designed Alliance 2. Activity: Are you Ready? Quiz 3. Exercise: Reading & Privacy *All* due January 16 at 11:30pm
Week 2: January 16-22, 2023	Module 2: Online Privacy & Security	Security Choices, Privacy Hacks & Breaches, Social Media Privacy	1. Discussion: Social Media Privacy 2. Exercise: File Management 3. Project Part 1 *Peer Feedback* *All* due January 23 at 11:30pm
Week 3: January 23-29, 2023	Module 3: Branding	File Management and Branding Best Practices	1. Exercise: Logo 2. Project Part 1 - Site Proposal *Both* due January 30 at 11:30pm
Week 4: Jan. 30-Feb. 5, 2023		Selecting & Optimizing Images	1. Demo Site Prep: Selecting the Right Images 2. Project Part 2 – Brand Critiques and Creation *Both* due February 6 at 11:30pm
Week 5: Feb. 6 -12, 2023	Module 4: Web Presence	Creating a site on WordPress.com	Exercise: Create Demo Website Due *Tuesday* February 13 at 11:30pm
Week 6: Feb. 13 – 19, 2023		Website Design Interface and Smart Patterns	Project Part 3 –Content Creation Due February 20 at 11:30pm
Week 7: Feb. 20 – 26, 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 February 27 at 11:30pm

WEEK	MODULE	TOPICS	ASSIGNMENTS & DUE DATES
Week 8: Feb 27 – March. 5, 2023		Search Engine Optimization, Evaluating information sources	1. Project Part 4: Website Creation 2. Exercise: Google Search Console *Both* due March 6 at 11:30pm
Week 9: March 6 – 12, 2023	Module 6: Social Media	Audience, Owned - Paid - Earned Marketing	1. Exercise: Case Study Due March 13 at 11:30pm
Week 10: March 13 – 19, 2023		Crisis Management, Online Interaction Policies, Creating a SM Marketing Plan	*Start* Project Part 5: Social Media Plan
Week 11: March. 20 – 26, 2023		Key Performance Indicators	1. **Submit** Project Part 5: *Peer Feedback* 2. Discussion: Perspectives of Social Media Ads *Both* due March 27 at 11:30pm
Week 12: March. 27 – April 2, 2023		Instagram, Twitter, and other Social Media Platforms	1. Project Part 5: Social Media Plan 2. Exercise: Ad Critique *Both* due April 3 at 11:30pm
Week 13: April. 3 – 9, 2023		Facebook for Business, LinkedIn, YouTube, Social Media Integration & Maintenance	1. Project Part 6: Social Media Integration and Maintenance 2. Research Assignment *Both* due April 10 at 11:30pm
Week 14: April 10-13, 2023	Module 7: Maintenance	Social Media Teams and Roles, Future Evolution of Social Media	Discussion: Moving Forward Due Friday, April 14 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. http://camosun.ca/services/accessible-learning/exams.html

DESCRIPTION			WEIGHTING
Online Discussions			10%
	Introductions & Course Designed Alliance	2.5%	
	Social Media Privacy	2.5%	
	Perspectives of Social Media	2.5%	
	Moving Forward	2.5%	
Exercises			30%
	Are you Ready? (Quiz)	3.75%	
	Online Privacy	3.75%	
	Logo Creation	3.75%	
	Demo Website	3.75%	
	Editing HTML & CSS	3.75%	
	Google Search Console	3.75%	
	Case Study	3.75%	
	Ad Critique	3.75%	
Project			45%
	Part 1 - Site Proposal	5%	
	Part 2 - Branding Critique & Logo Creation	5%	
	Part 3 - Website Content	7.5%	
	Part 4 - Website Creation	12.5%	
	Part 5 - Social Media Plan	10%	
	Part 6 – SM Integration	5%	
Research 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. http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf

Congrats on reading this far in the course syllabus. Email your instructor before week 2 to get a bonus mark. gravj@online.camosun.ca

Assignments

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

- Where required by your instructor, submit all assignments into the D2L assignments by your last name.
- In-text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark.
- All submitted work must be properly referenced to sources.

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

Deadlines and exams

You must submit your assignments by the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates will result in a zero grade. All exams must be written at the scheduled times with the exception of students requiring an accommodation by CAL. It is understood that emergency circumstances do occur (e.g. severe illness or family emergency); for such circumstances accommodation may be granted at the discretion of the instructor, provided the student:

a) notifies the instructor *in advance* of the exam (not after), and
b) provides documented evidence of the circumstance (e.g. medical certificate).

In most cases of an excused absence for an exam, an alternate exam will be scheduled for the student at the end of term.

Do not make travel plans until the final exam schedules are finalized and posted. Please ask any family members who might make travel plans on your behalf to consult you before booking tickets. Travel plans are not an acceptable reason to miss an exam.

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

Medical notes must be dated, signed, and be written on letterhead or prescription paper imprinted with the physician's name and address. Notes are accepted from Physician (GP or medical specialist), Nurse Practitioner, Psychiatrist, Psychologist, Counsellor and Aboriginal Elder.

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.

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	http://camosun.ca/indigenous
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.