

# COURSE SYLLABUS



**COURSE TITLE:** ABT 270 – Maintaining an Online Presence  
**CLASS SECTION:** D01  
**TERM:** Winter 2025  
**COURSE CREDITS:** 3  
**DELIVERY METHOD:** [Online asynchronous](#)

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

---

## INSTRUCTOR DETAILS

---

**NAME:** Julia Grav, MEd.  
**EMAIL:** [gravj@online.camosun.ca](mailto:gravj@online.camosun.ca)  
**OFFICE:** Interurban, CBA 231G  
**HOURS:** Available upon request via Zoom

**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.**

**Mandatory Attendance for First Class Meeting of Each Course** This section of ABT 270-D01 requires a mandatory attempt on the Week 1 Readiness Quiz before **Friday, January 10 at 11:30pm**. If you do not complete an attempt on the quiz, nor provide your instructor with a reasonable reason in advance of the due date, 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 for Students” [Registration Policies for Students | Camosun College](#).

## 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) 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)**

MODULE	WEEK	TOPICS	ASSIGNMENTS & DUE DATES
<b>Module 1: Getting Started &amp; Online Privacy</b>	Week 1	Setting up online accounts, course expectations. Online privacy and content ownership	1. Quiz: Are you Ready? 2. Social Annotation 1: Positionality & Introductions <b>Both due January 13 at 11:30pm</b>
	Week 2	Security Choices, Privacy Hacks & Breaches, Social Media Privacy	1. Exercise: File Management 2. Social Annotation 2: Online Privacy 3. Project Part 1 <i>Peer Feedback</i> <b>All due January 20 at 11:30pm</b>
<b>Module 2: Branding</b>	Week 3	Branding Best Practices	1. Project Part 1 - Site Proposal 2. Social Annotation 3: Professional Branding 3. Exercise: Logo <b>All due January 27 at 11:30pm</b>
	Week 4	Selecting & Optimizing Images	1. Exercise: Selecting the right images & optimization

MODULE	WEEK	TOPICS	ASSIGNMENTS & DUE DATES
			2. Project Part 2 – Brand critiques and creation <b>Both due February 3 at 11:30pm</b>
Module 4: Web Presence	Week 5	Creating a WordPress.com website	1. Social Annotation 4: WordPress Create a Website Mock-up 2. Project Part 3 –Website Content <b>Both due February 10 at 11:30pm</b>
	Week 6	Website Design Interface and Smart Patterns	Exercise: Create a Demo website <b>Due February 17 at 11:30pm</b>
Module 5: Website Customization	Week 7	Intro to editing HTML and CSS & Perspectives of Online Presence	1. Exercise: Editing HTML and CSS In-line 2. Project Part 4: <i>Peer Feedback</i> <b>Both due February 24 at 11:30pm</b>
	Week 8	Search Engine Optimization, Evaluating information sources	1. Project Part 4: Website Creation 2. Exercise: Google Search Console <b>Both due March 3 at 11:30pm</b>
Module 6: Social Media	Week 9	Audience, Owned - Paid - Earned Marketing	1. Social Annotation 5: Social Misinformation 2. Exercise: TikTok Case Study <b>Due March 10 at 11:30pm</b>
	Week 10	Crisis Management, Online Interaction Policies, Creating a SM Marketing Plan	Social Annotation 6: Online reviews <b>Due March 17 at 11:30pm</b>  <b>Start</b> Project Part 5: Social Media Plan
	Week 11	Key Performance Indicators	1. <b>Submit</b> Project Part 5: <i>Peer Feedback</i> 2. Social Annotation 7: Perspectives of Social Media Ads <b>Both due March 24 at 11:30pm</b>
	Week 12	Instagram, Twitter, and other Social Media Platforms	1. Exercise: LinkedIn Critique 2. Project Part 5: Social Media Strategy <b>Both due March 31 at 11:30pm</b>
	Week 13	Facebook for Business, LinkedIn, YouTube, Social Media Integration & Maintenance	1. Project Part 6: Social Media Integration and Maintenance 2. Research Video Assessment (assigned week 8) <b>Both due April 7 at 11:30pm</b>

MODULE	WEEK	TOPICS	ASSIGNMENTS & DUE DATES
<b>Module 7: Maintenance</b>	Week 14	Social Media Teams and Roles, Future Evolution of social media	Social Annotation 8: Social Media Marketing (textbook) <b>Due April 11 at 11:30pm</b>

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 notice is required. Deadlines can be reviewed on the CAL exams page.

<https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

## EVALUATION OF LEARNING

DESCRIPTION		WEIGHTING
<b>Hypothesis Readings (8 in total, equal weight)</b>		<b>15%</b>
Social Annotation 1: Positionality and Introductions		
Social Annotation 2: Online Privacy		
Social Annotation 3: Professional Branding		
Social Annotation 4: WordPress user guide		
Social Annotation 5: Social Misinformation		
Social Annotation 6: Online reviews		
Social Annotation 7: Perspectives of Social Media Ads		
Social Annotation 8: Social Media Strategy		
<b>Exercises (7 in total)</b>		<b>30%</b>
Quiz: Are you ready?	1%	
File Management	1%	
Create a Demo Website includes assessment of: Exercise: Logo, <b>and</b> ; Exercise: Selecting the right images & optimization	8%	
Edit HTML & CSS	5%	
Google Search Console	5%	
TikTok Case Study	5%	
LinkedIn Critique	5%	
<b>Project</b>		<b>40%</b>
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%	
<b>Research Video Assessment</b>		<b>15%</b>
	<b>TOTAL</b>	<b>100%</b>

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>

## COURSE GUIDELINES & EXPECTATIONS

---

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

A grade of zero will be assigned to exercise and project submissions received more than 4 days (96 hours) after the due date. SCHOOL OR DEPARTMENTAL INFORMATION

---

### 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 Library Citation Guides retrieved from:

<https://camosun.libguides.com/apa7>

- Submit all assignments into the D2L assignments by your last and first name.
- In-text citations for quotes, paraphrasing, and references must be consistent with APA standards. In house-rules that in-text citations require a direct link to the source. ([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.

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.

## 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 [camosun.ca/services](https://camosun.ca/services).

Support Service	Website
Academic Advising	<a href="https://camosun.ca/services/academic-supports/academic-advising">camosun.ca/services/academic-supports/academic-advising</a>
Accessible Learning	<a href="https://camosun.ca/services/academic-supports/accessible-learning">camosun.ca/services/academic-supports/accessible-learning</a>
Counselling	<a href="https://camosun.ca/services/health-and-wellness/counselling-centre">camosun.ca/services/health-and-wellness/counselling-centre</a>
Career Services	<a href="https://camosun.ca/services/co-operative-education-and-career-services">camosun.ca/services/co-operative-education-and-career-services</a>
Financial Aid and Awards	<a href="https://camosun.ca/registration-records/financial-aid-awards">camosun.ca/registration-records/financial-aid-awards</a>
Help Centres (Math/English/Science)	<a href="https://camosun.ca/services/academic-supports/help-centres">camosun.ca/services/academic-supports/help-centres</a>
Indigenous Student Support	<a href="https://camosun.ca/programs-courses/iecc/indigenous-student-services">camosun.ca/programs-courses/iecc/indigenous-student-services</a>
International Student Support	<a href="https://camosun.ca/international">camosun.ca/international</a>
Learning Skills	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>
Library	<a href="https://camosun.ca/services/library">camosun.ca/services/library</a>
Office of Student Support	<a href="https://camosun.ca/services/office-student-support">camosun.ca/services/office-student-support</a>
Ombudsperson	<a href="https://camosun.ca/services/ombudsperson">camosun.ca/services/ombudsperson</a>
Registration	<a href="https://camosun.ca/registration-records/registration">camosun.ca/registration-records/registration</a>
Technology Support	<a href="https://camosun.ca/services/its">camosun.ca/services/its</a>
Writing Centre	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>

**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 Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>  
Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

### Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines: <https://camosun.ca/cal>

### Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/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 <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

### Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### 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 (see [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence

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 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 Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and [camosun.ca/services/sexual-violence-support-and-education](https://camosun.ca/services/sexual-violence-support-and-education).

To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-370-3841

### **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 <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

### **Looking for other policies?**

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

**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.