

Chabot College

**Distance Education Curriculum Support Committee**

**Course Proposal Form**

*(Send as an email attachment to DECSC chair)*

2005-2006

These questions are meant to provide you, our faculty colleagues, a framework for your Distance Education Curriculum Proposal. These are *guidelines*, not mandates. Much of this emerged from an Academic Senate for California Community Colleges white paper, available in our resource area. We believe careful and thorough consideration of these issues will improve not just your proposal, but also your entire course design. Please feel free to elaborate where you think most important. Note: Please click on *File, Save As* to save this form as a document, so you can work on it and submit it electronically to the DE Curriculum Support Committee chair.

*Each proposal or existing course, if delivered by distance education, shall be separately reviewed and approved by the curriculum committee prior to being offered. (Ed Code 55378)*

**Course Title & Number: Introduction to Marketing, Business 36**

**Faculty Name: Norberto Ruiz**

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**1. Need/Justification**

Introduction to Marketing is a traditional lower division business course that has been offered at Chabot College for decades. It is a required course for the Associate Degree in Business and Certificate Business programs at Chabot College.

The purpose of an online offering is to improve student access. We have historically offered this course during the Fall and Spring Semesters, and Summers Session. Demand for online courses is currently high and offering this required Business course should improve the enrollment management productivity of the course. This online offering should increase demand by providing access to both day and night students, students that need or want a flexible schedule, and students that prefer online study.

## **2. Course Content Delivery**

This course will be offered entirely online. Introduction to Marketing is a 3-unit lecture class, meeting on-campus for 52.5 (3 X 17.5 Hours per Title V) hours each semester. The online course will require the same time commitment, structured as follows:

- 30 Hours: Reading E-lectures, hyperlinked materials, course research and assignments
- 11 Hours: Threaded class discussion on course subject matter, much of which will require internet research
- 11.5 Hours: Quizzes and Examinations

The instructor will also be available by phone and email to consult with students for a minimum of five hours per week as required by the faculty contract.

## **3. Nature and Frequency of Instructor-Student Interactions**

This course will be entirely online, and entirely asynchronous. At the beginning of the course, students will be required to take an online syllabus quiz to ensure a strong understanding of the nature and requirements of the course.

Each week's learning module will include instructor authored study notes with hyperlinks to web resources. There will be a discussion board, including chapter questions, and a multiple-choice chapter quiz.

Students will begin each week by reviewing the study notes, hyperlinks, and textbook assignments. By Friday of each week, each student will make an initial contribution to that week's discussion topic. By Sunday evening of each week, each student will have submitted all assignments/quizzes/exams for the week.

The instructor will participate extensively in the class discussion boards, offering clarifications, discussion points, and feedback. Students will receive weekly scores for their discussion board contributions and their quizzes and exams. The instructor will provide written individual evaluations of assignments via email.

Chapter quizzes will be multiple-choice questions and essay. The instructor will grade these and return comments. The instructor will also contact students who have not participated for one week via email, and may phone students who have not participated for two weeks.

#### **4. Assignments & Methods of Evaluation**

Student progress will be evaluated as follows:

- Weekly quizzes will assess student learning of key marketing concepts.
- Two essay exams will assess student critical thinking skills as applied to case studies.
- Weekly discussion questions allow students to apply weekly learning to real world issues, and to interact extensively with other students and the instructor.
- A comprehensive final examination consisting of both multiple choice and essay questions.

Students will receive weekly feedback on their progress throughout the course.

#### **5. Technical Support**

The course management system for this course is Blackboard can be accessed from any computer with Internet access, whether at home, on campus, or in a local library, and is supported by the Chabot Instructional Technology Center and the student help desk in the Library Computer Lab. An overview of Blackboard and detailed instructions on operation of the class will be provided to all students during the first week. Students must have an email account to participate in the course; free email accounts are available via numerous online providers such as Hotmail, Yahoo, and others. Students who have any difficulties will be able to contact their instructor via email or by phone.

#### **6. Student Services**

Students can register and drop the course online, and utilize library services online. Students can order textbooks online through the Chabot bookstore website, and links will be provided in the course syllabus to enable this. All campus services are also available to online students.

#### **7. Accommodations for Students with Disabilities**

Blackboard meets the basic requirements for accessibility for students with disabilities. Every effort will be made to accommodate students with special needs, and the instructor will meet with the Chabot instructional designer to review the course for accessibility.

#### **8. Class Size & First Term to be offered**

Class size will be limited to 44 students, in conformance with our on-campus sections. The class will be offered for the first time in Spring of 2006.

Norberto Ruiz  
9-15-2005