Chabot College

**Online Course Proposal Form**

Spring 2012

**Course Title & Number: Bus 36 - Marketing**

**Faculty Name: Melissa Patterson**

**Course Delivery Method (check one):**

**Online (all instruction is online)**

**First Semester to Be Offered: Fall 2012**

1. ***Preliminary* Input from Colleagues and Administrators**

As you develop your proposal and *consider* your course, please consult with your division and do some background research, including the following:

**⁫ a.** *Consult Online Learning Support staff (*[*bbhelp@chabotcollege.edu*](mailto:bbhelp@chabotcollege.edu)*) for Blackboard resources/training and information on this proposal/approval process.* **Date(s) completed: 6 – 10 – 2010 plus previous experience at CSUEB (hybrid) and Bus 14 Chabot Fall 2011**

**⁫ b.** Review similar courses. Are similar courses offered online at other

colleges? Bus 36 – Chabot College taught by Jan Novak

⁫ **c**. Meet with your Division Dean and subdivision colleagues to secure *preliminary*

support for offering this course *in online/hybrid format*. **Date completed: January 31, 2012**

1. **Develop Proposal And Consult With Colleagues:**

⁫**a**. Consult with other faculty experienced in DE.**With whom did you consult?**

**Attach a separate page *listing the meeting dates and a summary of your discussion.*** I discussed the different usage of BlackBoard’s Discussion Board with Ramona Silver during Fall 2011 semester. I discussed with Ms. Silver how to use Blackboard every day to keep students engaged in the class. I also discussed using Blackbard’s Discussion Board in groups to do a weekly work on a group project, on January 31, 2011 with Jan Novak.

**⁫ b.** Review your *completed* proposal with your subdivision colleagues. **Attach a separate page** listing attendees, meeting date, and a summary of the recommendations or reservations of your division/subdivision. February 2, 2012 – Sent file to all full-time Business instructors. I received feedback from Jan Novak on how to improve the online content delivery. She explained that homework does not count towards class time. I also received feedback from Dmitriy Kalyagin, who approved the content on 2/2/12.

**3. Student Benefits**

* How will this course meet student needs? Teaching Bus 36 – Marketing online will allow students to take the course who otherwise couldn’t come to regular in-class time. Students will have the opportunity to learn marketing and explore its influence on everyone’s everyday life and how businesses build a marketing plan before a new product is designed. How we as the consumer help create new products.
* Students will be given the opportunity to learn and expand their business marketing skills. The students will be able to work around their busy work schedule and complete an intensive course. Students will have access to the class 24 hours-a-day to complete course assignments.
* If this course has previously been offered at Chabot using this delivery method, what have you learned from prior instructors that will influence your instruction in this course? Jan Novak uses Blackboard’s Discussion Board to help students work on their group project each week. Jan has wonderful ideas on how to create a group project using Discussion Board.

**4. Course Content Delivery**

* The total number of contact hours in your course should approximate the equivalent number of hours required in an on-campus setting.

|  |  |  |
| --- | --- | --- |
| **Course Content Delivery** | | |
| Assignment | How many times | Total Hours |
| Discussion Boards – Discuss each chapters topics and group project | 4 times a week | 35 |
| Exams/Quizzes | 8 times a per semester | 10 |
| Review Chapter’s PowerPoint Slides | 1 per week | 13 |
| **Homework – Not Content Delivery** | | |
| Marketing Plan Paper – 3 parts | 3 per semester | 6 |
| Read each Chapter | 1 chapter per week | 17 |
| Research for Papers |  | 18 |

* Students can use Blackboard’s chat or Skype, not required, as options to have one-on-one discussions with the instructor.

**5. Nature and Frequency of Instructor-Student Interactions**

* How and how frequently will you interact with your students? I will respond to Blackboard’s Discussion Board every day. I will also create daily announcements pertaining to the class and today’s real life marketing observations. I will encourage students to watch and comment on current marketing observations. I also respond to emails within 18 hours. Students can contact me through Skype, Blackboard’s chat, or telephone contact with an appointment.
* I will also provide a Discussion Board for general questions.
* I will contact students who are at risk of failing or just seem to be struggling. I will meet with them in person, if requested, or via email, Skype, or chat and encourage them to improve their performance or participation.
* I will also encourage students to turn in the three part paper in rough draft form for extra credit. I can then provide constructive feedback and give them the opportunity to learn and improve the papers.
* For each type of interaction, describe why you believe it will be effective for this particular course. Changes happen in business every day. Not only will I use Discussion Board to discuss each week’s chapter topics, but discuss what is happening in today’s business marketing. Feedback provided to the groups Discussion Board will help each group develop a successful marketing plan (final 3-part paper).
* I will respond to student’s emails within 18 hours and hold “office” hours via Blackboard Chat.

**6. Nature and Frequency of Student-Student Interactions**

* Every week we will use Blackboard’s Discussion Board to go over each chapter’s topics in detail and current marketing events. As part of the Discussion Board assignment, students must participate with each other. Discussion Board will also be used to provide students with a location to work together on their group project. The final project is the creation of a marketing plan in three installments. The first part will include the company, product/service, and what it will do for its target market. The second part will include a detailed description of the target mark. The third part of the final project will cover part one and two and examine the product price, distribution, and packaging of the new product/service.

**7. Assessment of Student Learning**

* I will set up rubrics for each written assignment and attach it to each student’s assignment. Every written assignment will be submitted to SafeAssign for analysis. I warn any student whose assignment tests as 20% plagiarized or higher. If the student continues to turn in assignments that score high plagiarized work, the student will receive a zero for the assignment.
* Assignment feedback will take place in both Blackboard’s grading center and with an attached file in MS word format. I will provide a rubric for each assignment to students and use the rubric for grading. Students will be provided with detailed feedback to help with future assignments. I will also provide private feedback to each student’s on each week’s Discussion Board.

**8. Technology**

* This course will use a computer with access to Blackboard, the text book, MS PowerPoint or free PowerPoint reader, Skype if the student wishes to meet with me using video, and I encourage students to download and use either Foxfire or Chrome browser for the two exams.

**9. Accommodations for Students with Disabilities**

* I will provide a link to DSRC and will contact them for help and advice. I will follow any advice DSRC provides and I will seek the advice as situation come up. I have an auditory learning disability and was a client of DVC’s DSRC. I was able to finally diagnose my issue and learn how to work around it. I owe my educational success to the help I received from DVC’s DSRC.

**10. Submit your proposal (electronic version via email and hard copy via campus mail)**

**to the chair of the Committee on Online Learning.**

Faculty signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Division Dean Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_