

BOT 59.6 Course Outline as of Fall 2000**CATALOG INFORMATION**

Dept and Nbr: BOT 59.6 Title: MARKETING VIRTUAL ASST

Full Title: Marketing Yourself as a Virtual Assistant

Last Reviewed: 3/28/2011

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	14	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

To collect together all of your learned skills & knowledge and to "package" them in a marketable manner in order to obtain the best possible virtual employment position. Students will identify and evaluate various employment marketing techniques such as networking face-to-face, conducting virtual interviews, belonging to professional organizations, developing flyers and brochures, developing a professional Internet web site, and using numerous Web-based resources. The course is a requirement of the Business Office Technology Department's Virtual Assistant Program.

Prerequisites/Corequisites:**Recommended Preparation:**

BOT 59.5 and BOT 73.12A. Familiarity with the Internet/Web.

Limits on Enrollment:**Schedule of Classes Information:**

Description: Identifying & evaluating various techniques to secure employment as a virtual assistant. Topics: networking, virtual interviews, professional organizations, flyers & brochures,

& designing web sites. Required for Virtual Assistant Certificate Program. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: BOT 59.5 and BOT 73.12A. Familiarity with the Internet/Web.

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 2000	Inactive: Fall 2014
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

Students will:

1. Examine today's employment opportunities for qualified professional office support personnel by preparing a survey of the current job market for Virtual Assistants; securing advertisements and announcements for the entry-, experienced-, and administrative-level positions; analyzing the results; and comparing and classifying student's existing skills.
2. Search, retrieve, analyze, and interpret information on prospective employers and the job market for multiple sources.
3. Collect together all of the student's learned skills and knowledge and to "package" them in a marketable manner in order to obtain the best possible virtual employment positions.
4. Develop an effective marketing plan for securing employment in today's competitive market; prepare a job search strategy, personal inventory, resume, cover letter, and references.
5. Develop virtual interviewing skills.
6. Prepare a format for personal budget tracking; record income and expense information; provide means of billing clients; establishing a VISA or M/C account; and prepare projections based on varying financial scenarios.
7. Organize a networking directory from research and personal contacts; record information in an organized fashion.
8. Improve interpersonal online skills by interacting with others through email and web activities.
9. Develop a plan for creating an Internet site that will project a

- professional image.
10. Develop an Internet site as a Virtual Assistant to share with prospective employers, co-workers, and others.
 11. As part of the Internet site, prepare a "portfolio" or means of showing your work.
 12. Access Internet professional sites and interact with others in order to network with online business people and document experiences in a report.
 13. Write a report on legal and ethical considerations of being a Virtual Assistant including billing fairly, copyright materials, and sharing knowledge of others.
 14. Provide online class presentations on various topics related to the class.

Topics and Scope:

1. Employment opportunities
2. Development of an employment marketing plan
3. Virtual interviewing skills
4. Budgeting
 - a. Tracking income and expense information
 - b. Billing clients
 - c. Establishing VISA or M/C accounts
5. Networking
 - a. Organizing a networking directory
 - b. Researching contacts
 - c. Use of mailing lists
 - d. Customer testimonials
6. An online, professional image
 - a. Interacting professionally via email and the Web
 - b. Creating an Internet Web site
 - c. Developing a portfolio of work experiences
7. Exploring professional organizations
 - a. Online virtual assistant organizations
 - b. Chambers of Commerce
 - c. Small business organizations and centers
 - d. Civic organizations
8. Ethical issues
 - a. Billing fairly
 - b. Copyright materials
 - c. Sharing knowledge with others
9. Online presentations
 - a. Organizing and gathering personal/professional information to present
 - b. Use of PowerPoint, Web pages, or other technology for presentations

Assignment:

Reading assignments from textbook, printed resource materials, and Internet Web sites.
Research course topics on the Internet.

Individual and group activities applying effective communication skills.

Writing a variety of reports from one-page documents to research-based reports.

Online presentations.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, Reading reports, Term papers, Projects

Writing
40 - 80%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Homework problems, Quizzes, Exams

Problem solving
10 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances

Skill Demonstrations
5 - 20%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, True/false, Matching items, Completion

Exams
5 - 10%

Other: Includes any assessment tools that do not logically fit into the above categories.

None

Other Category
0 - 0%

Representative Textbooks and Materials:

Susan Sweeney, 101 Ways to Promote Your Website, Maximum Press, 1999

Kent, Peter & Tara Calishain, Poor Richard's Internet Marketing &

Promotions: How to Promote Yourself, Your Business, & Your Ideas

Online (Poor Richard's Series), Top Floor Publications, 1999