BOT 59.6 Course Outline as of Fall 2011

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	6	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:
This course is designed for students to collect the previously learned skills and knowledge in order to "package" them in a marketable manner to obtain the best possible virtual employment position. Students will identify, evaluate, and create various marketing materials such as a website presence, brochure, tagline, and short promotional speech; develop a marketing plan; use numerous web-based resources; and practice promotional communication skills. The course is a requirement of the Virtual Assistant Program.

Prerequisites/Corequisites:

Recommended Preparation:
Course Completion of BOT 59.5 and CS 5 (or CIS 5) and CS 60.11A (or BOT 73.12A)

Limits on Enrollment:

Schedule of Classes Information:
Description: This course is designed for students to collect the previously learned skills and knowledge in order to "package" them in a marketable manner to obtain the best possible virtual employment position. Students will identify, evaluate, and create various marketing materials

such as a website presence, brochure, tagline, and short promotional speech; develop a marketing plan; use numerous web-based resources; and practice promotional communication skills. The course is a requirement of the Virtual Assistant Program. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Course Completion of BOT 59.5 and CS 5 (or CIS 5) and CS 60.11A (or BOT 73.12A)
Limits on Enrollment:
Transfer Credit: CSU;
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

			Effective:	Inactive:
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:
Upon completion of the course, students will be able to:
1. Search, retrieve, and analyze marketing material from current Virtual Assistants and interpret information.
2. Collect previously learned skills and knowledge and "package" them in a marketable manner in order to obtain the best possible virtual employment positions.
3. Develop an effective marketing plan for securing employment in today's competitive market.
4. Develop virtual communication skills.
5. Organize a networking directory from online sources and personal contacts; record information in an organized fashion.
6. Improve interpersonal online skills by interacting with others through email, Skype, Twitter, YouTube, and other web activities.
7. Develop a plan for creating a website that will project a professional image.
8. Develop a website as a Virtual Assistant to share with prospective employers, co-workers, and others.
9. Create a variety of marketing materials such as a brochure, "elevator" speech, tagline, vision statement, and mission statement.
10. Develop an understanding of core values, skill sets, to establish a competitive advantage.
11. Provide weekly online class presentations with discussions on various topics related to the class.

Topics and Scope:

1. Virtual communication skills
   a. Email
   b. Twitter
   c. Skype
   d. YouTube
   e. Other
2. Development of a marketing plan
3. Creation of marketing material
   a. Brochure
   b. Online web presence
   c. "Elevator" speech
   d. Tagline
4. Self discovery
   a. Core values
   b. Skill sets
   c. Competitive advantage
5. Networking
   a. Organizing a networking directory
   b. Researching contacts
   c. Use of mailing lists
   d. Customer testimonials
6. Ethical issues
   a. Copyright materials
   b. Sharing knowledge with others

Assignment:

1. Approximately 20 to 40 pages of reading assignments from textbook, printed resource materials, and Internet Web sites
2. Weekly research on course topics
3. Weekly writing assignments
4. Weekly case studies
5. Marketing plan
6. Written marketing materials
7. Presentations with discussion on course topics

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, marketing plan, marketing materials	Writing 50 - 80%

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

Homework problems, case studies, presentations	Problem solving 10 - 30%

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

None

Skill Demonstrations 0 - 0%

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

Quizzes and exams to include multiple choice, true/false, completion

Exams 5 - 10%

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

Attendance and participation

Other Category 0 - 10%

Representative Textbooks and Materials:
The Virtual Assistants Guide to Marketing, by Michelle Jamison, 2nd edition, Word Association Publisher, 2007.
Virtual Assistant, The Series, by Diana Ennen and Kelly Poelker, 4th ed., Another 8 Hours Publishing, 2010.
Managing Electronic Records, by William Saffady, 4th ed., Neal Schuman Publishers, 2009.