

CIS 0053 - MARKETING A VIRTUAL OFFICE

Catalog Description

Also known as BUS 53

Advisory: Completion of BUS 52/CIS 52 and CIS 70 with grades of "C" or better

Hours: 54 lecture

Description: Introduction to marketing techniques and skills needed for a virtual or home-based office. Students identify, evaluate, and employ various virtual marketing techniques such as online networking, developing marketing kits and plans, researching professional organizations, creating websites, and utilizing Web-based resources and social media to market skills, services, and products. (not transferable)

Course Student Learning Outcomes

Effective Term

Course Type

Contact Hours

Outside of Class Hours

Total Student Learning Hours

Course Objectives

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

Methods of Evaluation

Repeatable

Methods of Instruction

Typical Out of Class Assignments

Reading Assignments

Writing, Problem Solving or Performance

Other (Term projects, research papers, portfolios, etc.)

Required Materials

Other materials and-or supplies required of students that contribute to the cost of the course.