

I. CATALOG INFORMATIONA. Discipline: WORK EXPERIENCEB. Subject Code and Number: WEXP M902

C.

Course Title: LinkedIn for Business

D. Credit Course units:

Units: _____

Lecture Hours per week: 0.23 – 0.46Lab Hours per week : 0Variable Units : No

E. Student Learning Hours:

Lecture Hours:

Classroom hours: 4.025 - 8.05

Laboratory/Activity Hours:

Laboratory/Activity Hours 0 - 0**Total Combined Hours** in a 17.5 week term: 4.025 - 8.05

F. Non-Credit Course hours per week _____

G. May be taken a total of: ☐ 1 ☐ 2 ☐ 3 ☐ 4 time(s) for creditH. Is the course co-designated (same as) another course: No ☒ Yes ☐
If YES, designate course Subject Code & Number: _____

I. Course Description:

Introduces the world's most popular business-oriented social media networking platform. Focuses on how to use LinkedIn to develop business through relationship marketing. Shows how to optimize a company profile, develop content that engages a target audience, build a professional brand, market a company, showcase credentials, obtain business advice, reconnect with former colleagues and connect with businesses around the globe.

J. Entrance Skills

*Prerequisite: _____ No ☒ Yes ☐ Course(s)*Corequisite: _____ No ☒ Yes ☐ Course(s)Limitation on Enrollment: _____ No ☒ Yes ☐Recommended Preparation: _____ No ☒ Yes ☐ Course(s)Other: _____ No ☒ Yes ☐

K. Other Catalog Information:

II. COURSE OBJECTIVES

Upon successful completion of the course, a student will be able to:

		Methods of evaluation will be consistent with, but not limited by, the following types or examples.
1	promote themselves and their company with LinkedIn's personal and company profiles.	Class participation and presentation Satisfactory completion of LinkedIn profile
2	develop their LinkedIn strategy.	Class participation and presentation Satisfactory completion of LinkedIn profile
3	find job opportunities through LinkedIn.	Class participation and presentation Satisfactory completion of LinkedIn profile
4	analyze the potential to increase sales, customers, and popularity.	Class participation and presentation Satisfactory completion of LinkedIn profile
5	develop business through relationship marketing.	Class participation and presentation Satisfactory completion of LinkedIn profile

III. COURSE CONTENT

Estimated %	Topic	Learning Outcomes
Lecture (must total 100%)		
16.00%	Understanding how LinkedIn works a. Company pages and profiles b. How professionals use LinkedIn c. Know your audience strategy d. Develop your LinkedIn strategy	1, 2, 3, 4, 5
14.00%	Create a Profile a. Make a professional header b. Keep connections informed of your status c. Showcase your skills, credentials, and experience d. Change your profile settings	1, 2, 3, 4, 5
14.00%	Engage your audience a. Organize your connections b. Grow your network	1, 2, 3, 4, 5

	c. View network statistics d. Stay in the spotlight with updates e. Monitor who has viewed your profile f. Get informed of important groups g. Add connections and applications	
14.00%	Join groups a. Learn valuable group page options b. Follow important group page discussions c. Discover list of group pages you may like	1, 2, 3, 4, 5
14.00%	Companies a. Create your company page b. Promote products and services c. Use analytics to gather information about followers of your company d. Research other companies e. Maximize your company page	1, 2, 3, 4, 5
14.00%	Search for jobs a. Employ LinkedIn's Resume Builder b. Perform an advanced job search c. Post	1, 2, 3
14.00%	Networking and staying current a. Correspond with connections b. Stay abreast of latest business news c. Use LinkedIn Answers to discover information and to demonstrate your niche expertise d. Promote yourself via LinkedIn skills	1, 2, 3, 4, 5

IV. TYPICAL ASSIGNMENTS

A. Writing assignments

Writing assignments are required. Possible assignments may include, but are not limited to:	
1	preparation of a one page written summary of student's professional history.
2	preparation of a 3-5 minute speech which gives an overview of the student's LinkedIn profile, with a group of potential employers as the imagined audience.

B. Appropriate outside assignments

Appropriate outside assignments are required. Possible assignments may include, but are not limited to:	
1	identification of two examples of LinkedIn profiles which demonstrate best practices for utilization of LinkedIn tools, and describe why these profiles are effective.
2	assisting a friend or colleague with creating and/or improving that person's LinkedIn profile.

C. Critical thinking assignments

Critical thinking assignments are required. Possible assignments may include, but are not limited to:	
1	creation of a professional LinkedIn profile.
2	creation of a company LinkedIn profile.

V. METHODS OF INSTRUCTION

Methods of instruction may include, but are not limited to:

- ☐ Distance Education – When any portion of class contact hours is replaced by distance education delivery mode (Complete DE Addendum, Section XV)

- ☒ Lecture/Discussion
- ☐ Laboratory/Activity
- ☒ Projects
Observation and demonstration
Other (Specify) Directed study
- ☐ Optional Field Trips
- ☐ Required Field Trips

VI. METHODS OF EVALUATION

Methods of evaluation may include, but are not limited to:

- | | | |
|-----------------------------------------------|----------------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Essay Exam | <input checked="" type="checkbox"/> Classroom Discussion | <input type="checkbox"/> Skill Demonstration |
| <input type="checkbox"/> Problem Solving Exam | <input type="checkbox"/> Reports/Papers/Journals | <input checked="" type="checkbox"/> Participation |
| <input type="checkbox"/> Objective Exams | <input checked="" type="checkbox"/> Projects | <input checked="" type="checkbox"/> Other (specify) |
| <u>Lecture</u> | | |

VII. REPRESENTATIVE TEXTS AND OTHER COURSE MATERIALS

Abed, Robbie. How to Build Relationships and Get Job Offers Using LinkedIn. Fire Me I Beg You, 2017.

Kawasaki, Guy, and Peg Fitzpatrick. The Art of Social Media: Power Tips for Power Users. Portfolio, 2014.

Bernstein, Brenda. How to Write a KILLER LinkedIn Profile...And 18 Mistakes to Avoid. 13th ed. Wise Media Group, 2015.

Instructor selected materials, handouts and Lynda.com instructional videos.

VIII. STUDENT MATERIALS FEES

☒ No ☐ Yes

IX. PARALLEL COURSES

College	Course Number	Course Title	Units
Santa Barbara City College	COMP NC017	LinkedIn for Business	0

X. MINIMUM QUALIFICATIONS

Non-Credit Course:

Any one of the following: (1) A bachelor's degree; and two years of occupational experience related to the subject of the course taught. (2) An associate degree; and six years of occupational experience related to the subject of the course taught. (3) Possession of a full-time, clear California Designated Subjects Adult Education Teaching Credential authorizing instruction in the subject matter.

XI. ARTICULATION INFORMATION

A. Title V Course Classification:

1. This course is designed to be taken either:

- ☒ Pass/No Pass only (no letter grade possible); or
☐ Letter grade (P/NP possible at student option)

2. Degree status:

Either ☐ Associate Degree Applicable; or ☒ Non-associate Degree Applicable

B. Moorpark College General Education:

1. Do you recommend this course for inclusion on the Associate Degree General Education list?

Yes: ☐ No: ☒ If YES, what section(s)?

- ☐ A1 - Natural Sciences - Biological Science
☐ A2 - Natural Sciences - Physical Science
☐ B1 - Social and Behavioral Sciences - American History/Institutions
☐ B2 - Social and Behavioral Sciences - Other Social Behavioral Science
☐ C1 - Humanities - Fine or Performing Arts
☐ C2 - Humanities - Other Humanities
☐ D1 - Language and Rationality - English Composition
☐ D2 - Language and Rationality - Communication and Analytical Thinking
☐ E1 - Health/Physical Education
☐ E2 - PE or Dance
☐ F - Ethnic/Gender Studies

C. California State University(CSU) Articulation:

1. Do you recommend this course for transfer credit to CSU? Yes: ☐ No: ☒

2. If YES do you recommend this course for inclusion on the CSU General Education list?

Yes: ☐ No: ☒ If YES, which area(s)?

- A1 ☐ A2 ☐ A3 ☐ B1 ☐ B2 ☐ B3 ☐ B4 ☐
C1 ☐ C2 ☐ D1 ☐ D2 ☐ D3 ☐ D4 ☐ D5 ☐
D6 ☐ D7 ☐ D8 ☐ D9 ☐ D10 ☐ E ☐

D. University of California (UC) Articulation:

1. Do you recommend this course for transfer to the UC? Yes: ☐ No: ☒

2. If YES do you recommend this course for the Intersegmental General Education Transfer Curriculum (IGETC)? Yes: ☐ No: ☒

IGETC Area 1: English Communication

- ☐ English Composition
☐ Critical Thinking-English Composition
☐ Oral Communication

IGETC Area 2: Mathematical Concepts and Quantitative Reasoning

- ☐ Mathematical Concepts

IGETC Area 3: Arts and Humanities

- ☐ Arts
- ☐ Humanities

IGETC Area 4: Social and Behavioral Sciences

- ☐ Anthropology and Archaeology
- ☐ Economics
- ☐ Ethnic Studies
- ☐ Gender Studies
- ☐ Geography
- ☐ History
- ☐ Interdisciplinary, Social & Behavioral Sciences
- ☐ Political Science, Government & Legal Institutions
- ☐ Psychology
- ☐ Sociology & Criminology

IGETC Area 5: Physical and Biological Sciences (mark all that apply)

- ☐ Physical Science Lab or Physical Science Lab only (non-sequence)
- ☐ Physical Science Lecture only (non-sequence)
- ☐ Biological Science
- ☐ Physical Science Courses
- ☐ Physical Science Lab or Biological Science Lab Only (non-sequence)
- ☐ Biological Science Courses
- ☐ Biological Science Lab course
- ☐ First Science course in a Special sequence
- ☐ Second Science course in a Special Sequence
- ☐ Laboratory Activity
- ☐ Physical Sciences

IGETC Area 6: Language other than English

- ☐ Languages other than English (UC Requirement Only)
- ☐ U.S. History, Constitution, and American Ideals (CSU Requirement ONLY)
- ☐ U.S. History, Constitution, and American Ideals (CSU Requirement ONLY)

XII. REVIEW OF LIBRARY RESOURCES

- A. What planned assignment(s) will require library resources and use?

The following assignments require library resources: N/A

- B. Are the currently held library resources sufficient to support the course assignment?

YES: ☒ NO: ☐

If NO, please list additional library resources needed to support this course.

XIII. PREREQUISITE AND/OR COREQUISITE JUSTIFICATION

WEXP M902: Not Applicable

XIV. WORKPLACE PREPARATION

WEXP M902: Not Applicable

XV. DISTANCE LEARNING COURSE OUTLINE ADDENDUM

WEXP M902: Not Applicable

XVI. GENERAL EDUCATION COURSE OUTLINE ADDENDUM

WEXP M902: Not Applicable

XVII. STUDENT MATERIALS FEE ADDENDUM

WEXP M902: Not Applicable

XVIII. REPEATABILITY JUSTIFICATION TITLE 5, SECTION 55041

Please check all that apply:

- ☐ 1. This is a course in which the **content differs** each time the course is offered. For the course in which the content may change significantly after a period of time, there must be a mechanism for ensuring that when a student wants to re-enroll, the content is different from the last time the student took the course. Indicate in the course description the circumstances that would permit repetition.

- ☐ 2. This is an **activity course** where the student meets course objectives by repeating a similar primary educational activity and the student gains an expanded educational experience each time the course is repeated for the following reasons:

☐ Skills or proficiencies are enhanced by supervised repetition and practice within class periods; or

☐ Active participatory experience in individual study for group assignments is the basic means by which learning objectives are obtained.

NOTE: Foreign language courses, for-credit ESL courses, and non-degree-applicable basic skills courses are NOT considered activity courses and therefore cannot be repeated.

- ☐ 3. This is a **physical education activity course**.

NOTE: Activity courses which involve the same primary educational activity (e.g., golf) or different levels of the same activity (e.g., beginning and intermediate golf), must combine all enrollments across all of these similar courses for purposes of the four enrollment repeatability limitation. In other words, a student may not enroll in beginning and intermediate golf four times each, but may enroll in these golf courses for a total of four times.

- ☐ 4. This is a **visual or performing arts courses** in music, fine arts, theater or dance.

NOTE: An exception is made for activity courses in the visual and performing arts in the same area (e.g., piano) that are a part of a transfer sequence (documentation maybe required). Students may repeat each level of each course (e.g., Piano 1, 2 and 3) up to three times for a total of four enrollments in each course.

XIX. CURRICULUM APPROVAL

- A. Course Information:
1. Discipline: WORK EXPERIENCE
 2. Discipline Code and Number: WEXP M902
 3. Course Revision Category: New Course
- B. Course Proposed By:
1. Originating Faculty Trevor Hess 10/22/2018
 2. Faculty Peer: Jolie Herzig 11/28/2018
 3. Curriculum Rep: _____
 4. Department Chair: Traci Allen 11/28/2018
 5. Division Dean: Howard Davis 11/23/2018
- C. Approved By:
- Curriculum Chair: Jerry Mansfield 12/17/2018
- Executive Vice President: _____
- Articulation Officer: Letrisha Mai 12/05/2018
- Librarian: Mary LaBarge 12/05/2018
- D. Implementation Term and Year: _____
- E. Approval Dates:
1. Approved by Moorpark College Curriculum Committee: 12/11/2018
 2. Approved by Board of Trustees (if applicable): _____
 3. Approved by State (if applicable): _____