



Course Syllabus

COURSE TITLE: Web Content Management

TERM & YEAR:

COURSE & SECTION NUMBER: COM 343

TIME & PLACE: Asynchronous, Online

NUMBER OF CREDIT HOURS: 3-0-3

INSTRUCTOR: TBD

OFFICE LOCATION/HOURS: TBD

OFFICE PHONE: TBD

EMAIL: TBD

COURSE DESCRIPTION: Throughout this course, students will create a website using web content management software. Students will compare website content from personal and business websites. Students will also examine search engine optimization and create a brand message to improve website traffic and performance.

PREREQUISITES: Junior standing

LEARNING OUTCOMES: Upon completion of this course, the student should be able to:

- LO1 Create website using a web content management software
- LO2 Analyze audience data to improve website traffic and performance
- LO3 Use marketing tools to enhance web-based content
- LO4 Apply basic coding skills to website content
- LO5 Develop a social media plan to improve brand awareness

REQUIRED TEXT: OER / No text required.

REFERENCES: N/A

OTHER MATERIALS: N/A

COURSE REQUIREMENTS: Be aware of the content of the syllabus and the learning modules. Assigned readings, class assignments, (forum) discussions and other work will be found in each learning module. Be proactive. An accelerated 8-week class requires focus and dedication.

ATTENDANCE/PARTICIPATION:

Students are expected to log in to the course regularly throughout the week to receive instruction, materials, and updates from the instructor.

It is the student's responsibility to check in and submit assignments, complete discussion board postings, and finish quizzes/exams by the due dates. Each student must submit/complete an assignment, post to a discussion board, or other similar assignment tasks every week to avoid being counted absent. Instructors are required to submit attendance the Monday following each week of class.

All absences are reported to the Financial Aid Department and may result in the loss of a financial aid refund. Students with three reported absences will be administratively dropped from the course

or receive an “F”. Life is a series of decisions and consequences. Make your own decisions regarding individual class attendance . . . but be willing to accept the consequences.

GRADING/EVALUATION:

1. All assignments must be completed satisfactorily in order to pass the course. The evaluation process described below is

subject to change by the instructor. Changes will be announced in the News Forum within the Moodle course.

2. All assignments will be submitted via Moodle.

3. Spelling errors will result in a reduction of grade (i.e., an “A” will become an “B+”). Always use spell check tools before submitting assignments.

4. All assignments, forum discussions and other assigned tasks must be completed “on time” and submitted via Moodle.

5. Evaluations to be conducted:

- Self-assessment blog posts (3 x 5 points) = 15
- Forum Discussions (4 x 10 points) = 40
- Assignments = 180
 - Set Your Website and Tracking Foundation - 10
 - Complete HubSpot Inbound Marketing Course - 25
 - Begin/Complete Google Analytics for Beginners - 50
 - Complete Course: Learn What Website Optimization Is And How To Do It - 10
 - Complete CodeAcademy - Intro to HTML - 10
 - Complete Hubspot Course: Developing a Social Media Strategy - 25
 - Create a Social Media Plan - 50
- Midterm Exam = 50
- Final Exam = 100
- Extra credit / self-tests (2.5 x 8 points) = 20

Total: 385 (405 including extra credit)

6. Final grades will be given based on the following chart:

- A = 90-100% (approx. 346+)
- B+ = 86-89% (approx. 331-345)
- B = 80-85% (approx. 308-330)
- C+ = 76-79% (approx. 292-307)
- C = 70-75% (approx. 269-291)
- D+ = 66-69% (254-268)
- D = 60-65% (approx. 231-253)
- F = 0-59% (approx. < 230)

7. Performance expectations for forum discussion and assignments are available in Moodle.

OTHER POLICIES:

ACADEMIC MISCONDUCT

The University prohibits all forms of academic misconduct. Academic misconduct refers to dishonesty in examinations (cheating), presenting the ideas or the writing of someone else as one’s own (plagiarism) or knowingly furnishing false information to the University by forgery, alteration, or misuse of University documents, records, or identification. Academic dishonesty includes, but is not limited to, the following examples: permitting another student to plagiarize or cheat from one’s own

work, submitting an academic exercise (written work, printing, design, computer program) that has been prepared totally or in part by another, acquiring improper knowledge of the contents of an exam, using unauthorized material during an exam, submitting the same paper in two different courses without knowledge and consent of professors, or submitting a forged grade change slip or computer tampering. The faculty member has the authority to grant a failing grade in cases of academic misconduct as well as referring the case to Student Life.

PLAGIARISM

You are expected to submit your own work and to identify any portion of work that has been borrowed from others in any form. An ignorant act of plagiarism on final versions and minor projects, such as attributing or citing inadequately, will be considered a failure to master an essential course skill and will result in an F for that assignment. A deliberate act of plagiarism, such as having someone else do your work, or submitting someone else's work as your own (e.g., from the Internet, fraternity file, etc., including homework and in-class exercises), will at least result in an F for that assignment and could result in an F for the course.

ELECTRONIC DEVICES:

Use of electronic devices including smart watches and cell phones is prohibited during exams or quizzes unless directly allowed by the instructor.

COURSE CALENDAR/SCHEDULE:

WEEK 1:

Due Wednesday 11:59 PM EST

- Create post in introduction forum

Due Sunday by 11:59 PM EST

- Write a self-assessment blog post
- Assignment: Set Your Website and Tracking Foundation
- Complete self-test

WEEK 2:

Due Wednesday 11:59 PM EST

- Discussion Forum

Due Sunday by 11:59 PM EST

- Assignment: Complete HubSpot Inbound Marketing Course
- Complete self-test

WEEK 3:

Due Wednesday 11:59 PM EST

- Discussion Forum

Due Sunday by 11:59 PM EST

- Assignment: Begin Google Analytics for Beginners
- Complete self-test

WEEK 4:

Due Sunday by 11:59 PM EST

- Write a self-assessment blog post
- Assignment: Complete Google Analytics for Beginners
- Complete self-test

- Take the midterm exam

WEEK 5:

Due Wednesday 11:59 PM EST

- Discussion Forum

Due Sunday by 11:59 PM EST

- Assignment: Complete Course: Learn What Website Optimization Is And How To Do It
- Complete self-test

WEEK 6:

Due Sunday by 11:59 PM EST

- Write a self-assessment blog post
- Assignment: Complete CodeAcademy - Intro to HTML
- Complete self-test

WEEK 7:

Due Wednesday at 11:59 PM EST

- Discussion Forum

Due Sunday by 11:59 PM EST

- Write a self-assessment blog post
- Assignment: Complete Hubspot Course: Developing a Social Media Strategy
- Complete self-test

Week 8:

ALL WORK DUE BY SATURDAY AT 11:59 PM EST

- Assignment: Create a Social Media Plan

- Complete self-test
- Take the Final Exam

ADDITIONAL INFORMATION:

A. Technology Tools:

1. Web Access: this course is taught in asynchronous mode, using Moodle. Students will need daily access to a web-accessible computer with a minimum of 56.6k modem speed. Weekly participation, via Discussion Board postings, is required.
2. Software: Microsoft Word, PowerPoint and Adobe Reader.

B. Instructor Expectations:

1. The instructor reserves the right to require proctoring or validation of student's academic work at the instructor's discretion.
2. The instructor reserves the right to change or modify course materials or deadline in response to student feedback or unforeseen circumstances.
3. The instructor requests that students allow 24 hours to respond to student emails or other forms of contact.
4. The instructor requests that the students allow the instructor 72 hours from the date of submission to post a grade or provide feedback on any assignment.

C. Student Guidelines (Expectations):

1. Refer to the assignment schedule, under course information, in Moodle for all due dates.
2. Late assignments will ONLY be accepted for special reasons.
3. Moodle and Trine University email should be utilized for all communications between the Instructor and Students.
4. Keep a copy of all assignments until the end of the course.
5. Check your grade book regularly for grades on assignments.
6. Review and refer to this syllabus, course schedule, and the course announcements for all pertinent information.
7. Participate in this course via discussion board (threaded discussion area) postings.
8. Log in on a regular basis via Internet accessible capabilities for this course.
9. Assume more responsibility (than in a regular face-to-face course) for your learning.
10. Understand that there are not any lectures in this course and students are responsible to read ALL course materials, including emails and announcements from the instructor.

My goal is to make this course as informative and enjoyable as possible. Please communicate with me if there is anything I can do to make it more valuable for you. Remember: Learning is your responsibility. As your instructor, I am the facilitator and will do everything I can to help you learn.

COURSE MAPPING:

Week One: Overview LO1-4	
Learning Activities and Materials	Assessments
Listen: <ul style="list-style-type: none"> • History of the Internet (Podcast) (LO1)(LO2)(LO3) Watch: What is Metadata? (LO3)(LO4)	Complete self-test (5 questions about terminology) (LO1)(LO3) Create post in introduction forum (Video) Write a self-assessment blog post: 3 Things: 1 thing I knew, 1 thing I didn't know, 1 thing I now need to know. (LO1)(LO2)(LO3)

	Assignment: Set Your Website and Tracking Foundation <ul style="list-style-type: none"> Select your CMS Setup your account Publish your website/make public (LO1)(LO3)(LO4)
Week Two: LO1-4	
Learning Activities and Materials	Assessments
Read: Moz: Introduction , SEO 101 , How Search Engines Work , Keyword Research (LO1)(LO2)(LO3)(LO4)	Complete self-test (LO1)(LO2)(LO3) Discussion Forum (1): We've read a lot about the history and the past of the Internet, what is your first experience with the Internet and how are you using it today? (LO1)(LO2)(LO3) Assignment: Set Your Website and Tracking Foundation <ul style="list-style-type: none"> Create a Google account Setup a Google Analytics account Install Google Analytics tracking code on your website (LO1)(LO3)(LO4) Assignment: Complete HubSpot Inbound Marketing Course (LO2)(LO3)
Week Three: LO2,3	
Learning Activities and Materials	Assessments
Watch: <ul style="list-style-type: none"> The Tribes We Lead (TedTalk) (LO2)(LO3) Read: Audience Fragmentation article (LO2)(LO3)	Complete self-test (LO2)(LO3) Discussion Forum (2): Why is it important to have data and insights into who your target audience is and how can brands/businesses gather, curate, acquire audience and consumer data to use for their decision-making in advertising and marketing? (LO2)(LO3) Assignment: Begin Google Analytics for Beginners (Unit 1, 2, and 3) (LO2)(LO3)
Week Four: LO1-4	
Learning Activities and Materials	Assessments
Read: Moz: On-Page SEO , Measuring and Tracking Success (LO1) (LO2)(LO3)(LO4)	Complete self-test (LO1)(LO2)(LO3) Write a self-assessment blog post: 3 Things. (LO2)(LO3)

	<p>Assignment: Complete Google Analytics for Beginners (Unit 1, 2, and 3) (LO2)(LO3)</p> <p>Take the Midterm exam (LO1)(LO2)(LO3)(LO4)</p>
Week Five: LO1-4	
Learning Activities and Materials	Assessments
<p>Read:</p> <ul style="list-style-type: none"> • History of Content Management System article (LO1)(LO2)(LO3) • History of Content Management Systems and Rise of Headless CMS article (LO1)(LO2)(LO3) • 10 Things To Consider When Choosing The Perfect CMS (LO1)(LO2)(LO3) (LO4) 	<p>Complete self-test (LO1)(LO2)(LO3)</p> <p>Discussion Forum (3): Who are the people involved in selecting and managing a CMS, what are their roles, and how do they support each other? (LO1)(LO2)(LO3)</p> <p>Assignment: Complete Course: Learn What Website Optimization Is And How To Do It [Course] 1:23 minutes (LO1)(LO2)(LO3)(LO4)</p>
Week Six: LO1,3,4	
Learning Activities and Materials	Assessments
<p>Watch:</p> <ul style="list-style-type: none"> • Learn CSS in 20 minutes LO1) (LO3)(LO4) • Learn HTML (LO1)(LO3)(LO4) 	<p>Complete self-test (LO1)(LO3)(LO4)</p> <p>Write a self-assessment blog post: 3 Things (LO1)(LO3)</p> <p>Assignment: Complete CodeAcademy - Intro to HTML (LO1)(LO4)</p>
Week Seven: LO2,3,5	
Learning Activities and Materials	Assessments
<p>Watch:</p> <ul style="list-style-type: none"> • Gary Vaynerchuk's Inc. 5000 Keynote Speech (LO2)(LO3)(LO5) 	<p>Complete self-test (LO2)(LO3)(LO5)</p> <p>Write a self-assessment blog post: 3 Things. (LO2)(LO3)</p> <p>Discussion Forum (4): What does the future of social media marketing look like? (LO3)(LO5)</p> <p>Assignment: Complete Hubspot Course: Developing a Social Media Strategy (45 minutes) (LO2)(LO3)(LO5)</p>
Week Eight: LO2-5	
Learning Activities and Materials	Assessments
<p>Read:</p> <ul style="list-style-type: none"> • Social media demographics to inform your brand's strategy in 2021 (LO2)(LO3)(LO5) 	<p>Complete self-test (LO2)(LO3)(LO5)</p> <p>Assignment: Create a Social Media Plan (LO2)(LO3)(LO5)</p>

<ul style="list-style-type: none"> • Social Media Demographics and Fact Sheet (Pew Research Center) (LO2)(LO3)(LO5) Creating a 30-Day Social Media Plan (LO2)(LO3)(LO4)(LO5) 	Take the Final Exam (LO2)(LO3)(LO4)(LO5)
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