

TRINE

UNIVERSITY

COURSE SYLLABUS

COURSE TITLE: WEB CONTENT MANAGEMENT

TERM & YEAR: Spring Semester (Online II)

COURSE & SECTION NUMBER: COM 343.OL2

TIME & PLACE: Online

NUMBER OF CREDIT HOURS: 3-0-3

INSTRUCTOR: Dr. Alison Witte

OFFICE LOCATION/HOURS: 213 Taylor Hall

T 2:00-4:00

W 9:00-3:00

By Appointment

OFFICE PHONE: 260-665-4774

EMAIL: wittea@trine.edu

COURSE DESCRIPTION: Examines blogging, content management software (such as Word Press), distribution of content through social media and other formats, and the business side of the merging online media landscape.

PREREQUISITES: Junior Standing

REQUIRED TEXT: No text required.

REFERENCES:

Dr. Witte will hold Open Studio Time in L-17 on the following Wednesdays from 2-4pm. This time is specifically for students in this class who need help with the projects for the course.

- March 28
- April 4
- April 11
- April 18
- April 25

OTHER MATERIALS:

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

1. Develop a basic site using a content management system.
2. Compose media specifically geared for a Web-based audience.
3. Understand the monetization schemes of the modern Web.
4. Apply plans to market Web-based content through the use of social media and other tools.

COURSE REQUIREMENTS:

Quizzes

There are 7 quizzes for this class—one for each week except the week of finals. The quizzes will cover the information from the lectures and are designed to ensure that you've viewed the lectures.

WayBack Machine Analysis

The WayBack Machine is an internet archiving tool that keeps snapshots of websites over time. You will write a 1 page (single-spaced) analysis that demonstrates the ways a particular site has changed over time and explains why you think those changes have taken place.

Social Media Activity

You will compose a variety of social media posts (twitter, Facebook and Instagram) about an assigned event and post them to a discussion forum. You will then comment on 2 classmates' posts, offering critique.

HTML Page Creation

You will code a simple webpage using HTML in Notepad. Your page will contain a table, image, and links to various sites.

Site Map and Audience/Purpose Statement

You will produce a site map for your Resume webpage. Your site map will include a description of the menus you plan to use, as well as the content that will be located within those menus. You will also need to include a statement of purpose for your website, describe the intended audience for the site and explain how your map will produce a website that will accomplish your desired purpose for your intended audience.

Resume Website Build

Your final project for the class will be to build a site within WordPress that will showcase your accomplishments, skills and samples of your work. You will be responsible for the functionality, usability, and design of the site.

ATTENDANCE/PARTICIPATION:

All students are expected to log in to their courses regularly throughout the week to receive instruction, materials, and updates from the instructor. It is your responsibility to check in and submit your assignments, complete your discussion board postings, and finish quizzes and exams by the due dates.

If you do not participate in the course, you will be counted absent. Simply logging in is not enough; you must submit/complete an assignment, post to a discussion board, or other similar assignment tasks to avoid being counted absent. All instructors are required to submit attendance by Monday, for the previous week of class.

This attendance is reported to the Financial Aid Department and may result in the loss of a financial aid refund if you have not been participating in your courses. **Main campus students will be administratively dropped from the course if reported absent a total of three weeks.**

ASSIGNMENT	POINTS
Weekly Quizzes (7x15 points)	105
WayBack Machine Analysis	50
Social Media Post Activity	50
HTML Page Creation Activity	100
Website Plan (Purpose, Intended Audience, Map)	70
Resume Website Build	125
TOTAL	500

You must complete
✓the HTML Page Creation Activity
✓Resume Website Build
to pass the course.

FINAL GRADE	POINTS NEEDED
A	450-500
B+	437-449
B	400-436
C+	385-399
C	350-384
D+	335-349
D	300-334
F	Less than 500

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.

LATE WORK

Late work reflects poorly on your work ethic as a student and will prevent you from successfully completing the course. **Work submitted within 48 hours of the due date will be accepted with a 10% penalty per day it's late, and will receive NO feedback, only a grade.**

EMAIL

E-mail is a formal communication between you and me. You are expected to send professional e-mails to professors, including me. This means including a subject and a greeting and using complete sentences and formal spelling.

I check my email regularly during business hours (7am-8pm). I will respond to your email as quickly and thoroughly as possible during these times. However, keep in mind that I teach other classes during the day besides yours, so I may not respond to you immediately. After 8pm, I'm on my own time. I may check my email, but I may not. So if you have questions or concerns after that time, feel free to email me knowing you may not hear from me until the following day. So plan your email communications accordingly.

OFFICE HOURS

I will make every attempt to be available to meet with you during my office hours on campus. If you make an appointment to meet with me, please be respectful of my time and that of your classmates by arriving on time and prepared for your appointment. If you must cancel, please let me know ASAP so that I don't wait for you and that I can give that time to someone else.

COURSE CALENDAR/SCHEDULE:

Below is the anticipated schedule for this course. This schedule is subject to change at the discretion of the instructor and as the class needs throughout the semester.

WEEK 1	INTRO TO THE COURSE	
3/12-3/18	WEEKLY ACTIVITIES: Watch lecture on History of the Web, HTML and Social Media	ASSIGNMENTS DUE THIS WEEK: ✓Quiz 1 (Due by Thursday at Noon) ✓WayBack Machine Analysis (Due Saturday by Midnight)
WEEK 2	SOCIAL MEDIA & SITE MONETIZATION	
3/19-3/25	WEEKLY ACTIVITIES: Watch Lecture on Social Media Watch Lecture on Online Advertising	ASSIGNMENTS DUE THIS WEEK: ✓Quiz 2 (Due by Thursday at Noon) ✓Social Media Post Activity(Due Saturday by Midnight)
WEEK 3	HTML	
3/26-4/1	WEEKLY ACTIVITIES: Watch Lecture on HTML	ASSIGNMENTS DUE THIS WEEK: ✓Quiz 3 (Due by Thursday at Noon) ✓HTML Page Creation Activity (Due Saturday by Midnight)
WEEK 4	SITE PLANNING & DESIGN (Purpose, Content, Layout, Tagging, Accessibility)	
4/2-4/8	WEEKLY ACTIVITIES: Watch Lecture on Site Planning and Design	ASSIGNMENTS DUE THIS WEEK: ✓Quiz 4 (Due by Thursday at Noon) ✓Site Map and Audience/Purpose statement ((Due Saturday by Midnight)
WEEK 5	SITE PLANNING & DESIGN (SEO, Site Stats)	
4/9-4/15	WEEKLY ACTIVITIES: Watch Lecture on Site Stats, SEO and Accessibility	ASSIGNMENTS DUE THIS WEEK: ✓Quiz 5 (Due by Thursday at Noon)
WEEK 6	BUILDING A WORDPRESS SITE (Pages and Layout)	
4/16-4/22	WEEKLY ACTIVITIES: Watch Lecture on Setting Up Your WordPress Site Review Resume Site Assignment Sheet	ASSIGNMENTS DUE THIS WEEK: ✓Quiz 6 (Due by Thursday at Noon)
WEEK 7	BUILDING A WORDPRESS SITE (Images, Links, & Color Scheme)	
4/23-4/29	WEEKLY ACTIVITIES: Watch Lecture on Adding Content and Style to your WordPress site	ASSIGNMENTS DUE THIS WEEK: ✓Quiz 7 (Due by Thursday at Noon)
WEEK 8	FINAL EXAM WEEK	
4/30-5/5	WEEKLY ACTIVITIES: Complete WordPress Site and Submit by Wednesday at noon.	ASSIGNMENTS DUE THIS WEEK ✓Final WordPress Resume Website