Website Management

COT 411

Southwestern College Professional Studies

COURSE SYLLABUS

I.   Course Catalog Description

The focus of this course is on design and development of websites to support business operations. Topics include the study of site design, maintenance, and the integration of databases and other programming functionality to increase the capability of a Web site to support changing business needs.

II.   Required and Supplementary Instructional Materials

textbook update – check MBS for new adoption

III.   Learning Outcomes

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each undergraduate and graduate program of study, as well as institution-wide outcomes related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate's knowledge and skills.

Upon successfully completing this course, the learner will be able to:
- Plan, design, and develop a website using best practices
- Use common HTML and CSS elements to create web pages
- Produce a fully functional site and publish it to the Web
- Apply well-rounded customer support and third-party validation features to increase the value of a site
- Employ search engine optimization to improve website visibility
- Use proper contingency planning in a website implementation
- Summarize the process for creating an effective online marketing strategy

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

IV.   Course Policies

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the blackboard course.

V.   Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Quizzes	12	180	18%
Case Studies/Assignments	5	300	30%
Discussions	10	200	20%
Short Essay	1	50	5%
Final Project	1	250	25%
Project Reflection	1	20	2%
Total Points	**30**	**1,000**	**100%**

VI.   Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due

1	• Participate in the Introductions discussion
	• Read Felke-Morris:
	  ○ Chapter 1 – Internet and Web Basics
	• Read Potts:
	  ○ Chapter 1 – Overview
	  ○ Chapter 2 – Content
	  ○ Chapter 3 – Accessibility
	  ○ Chapter 4 – Architecture and Navigation
		• Unit 1 Discussion 1
		• Unit 1 Discussion 2
		• Unit 1 Project Proposal
		• Unit 1 Assignment
		• Unit 1 Chapter 1 Quiz

2	• Read Felke-Morris:
	  ○ Chapter 2 – HTML Basics
	  ○ Chapter 3 – Web Design Basics
	• Read Potts:
	  ○ Chapter 5 – The Homepage
	  ○ Chapter 6 – The About Section
	  ○ Chapter 7 – Products and Services
		• Unit 2 Discussion 1
		• Unit 2 Discussion 2
		• Unit 2 Project Proposal Modifications
		• Unit 2 Case Studies
		• Unit 2 Chapter 2 Quiz
		• Unit 2 Chapter 3 Quiz

3	• Read Felke-Morris:
	  ○ Chapter 4 – Cascading Style Sheet Basics
	  ○ Chapter 5 – Web Graphics Styling Basics
	  ○ Chapter 6 – More CSS Basics
	  ○ Chapter 7 – Page Layout Basics
		• Unit 3 Discussion 1
		• Unit 3 Discussion 2
		• Unit 3 Case Studies
		• Unit 3 Chapter 4 Quiz
		• Unit 3 Chapter 5 Quiz
		• Unit 3 Chapter 6 Quiz
		• Unit 3 Chapter 7 Quiz

4	• Read Felke-Morris:
	  ○ Chapter 8 – More on Links, Layout, and Mobile
	  ○ Chapter 9 – Table Basics
	  ○ Chapter 10 – Form Basics
	• Read Potts:
	  ○ Chapter 8 – Independent Validation
		• Unit 4 Discussion 1
		• Unit 4 Discussion 2
		• Unit 4 Case Studies
		• Unit 4 Chapter 8 Quiz
		• Unit 4 Chapter 9 Quiz
		• Unit 4 Chapter 10 Quiz

5	• Read Felke-Morris:
	  ○ Chapter 11 – Media and Interactivity Basics
	  ○ Chapter 12 – Web Publishing Basics
	• Read Potts:
	  ○ Chapter 13 – Search Engine Optimization
	  ○ Chapter 15 – Online Advertising
		• Unit 5 Discussion
		• Unit 5 Case Studies
		• Unit 5 Short Essay
		• Unit 5 Chapter 11 Quiz
		• Unit 5 Chapter 12 Quiz

6	• Read Potts:
	  ○ Chapter 10 – Customer Support
	  ○ Chapter 11 – Contingency Planning
	  ○ Chapter 12 – Legalese
		• Unit 6 Discussion
		• Unit 6 Final Project
		• Unit 6 Project Reflection

VII.   Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies Standard Syllabus in Blackboard. You may be required to log in.