

Course Syllabus

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CIS 244 - Web Development IV: Intro to Joomla! and SEO

COURSE INFORMATION

- Quarter: Winter, 2019
- Credits: 5
- Course Mode: Hybrid Course. Mondays 6:00pm to 8:40pm. SNH-124
- Course Description: Students will learn to work with open-source content management systems (CMSs) and search engine optimization (SEO). Topics include Joomla!, installation of Joomla!, creating and updating content, and SEO concepts and techniques. Students will apply these topics while building multi-page websites.
- Prerequisites: CIS 241 or concurrent enrollment with minimum grades of 2.5 or equivalent.

INSTRUCTOR INFORMATION

- Instructor Name: Louis HO
- Office Hours: 1pm - 4pm Monday, Wednesday
- Office Location: Alderwood Hall 235A
- Phone: 425-640-1308
- Email: louis.ho@email.edcc.edu
- Best Way to Contact You: Edmonds CC email.

COURSE MATERIALS

- Textbook
 - Title: Joomla! 3 Explained
 - Author: Stephen Burge
 - Publisher: Addison-Wesley Professional (Pearson)
 - Date of Publication: 2015
 - ISBN number: 978-0321943224
- [Edmonds CC Bookstore \(Links to an external site.\)](#)[Links to an external site.:](#) (full URL: <http://www.edcc.edu/bookstore> [\(Links to an external site.\)](#)[Links to an external site.](#)).
- Required and/or Optional Materials: You must have regular and timely access to a computer with an internet connection.
- [Computer Resources \(Links to an external site.\)](#)[Links to an external site.:](#) Computers are available in a wide variety of locations across campus. The campus also has a wireless network available for students. See computer facilities (full URL: <http://students.edcc.edu/acs/facilities.html> [\(Links to an external site.\)](#)[Links to](#)

[an external site.](#)) for a complete list of locations and resources, and see START at www.edcc.edu/online/start for student technical assistance.

LEARNING OBJECTIVES

- **Course-level Learning Objectives (CLOs).**
 1. Determine the business model of a website such as business-to-business, business-to-consumer, large organization, small organization, brick-and-mortar vs. E-commerce, social networking, blog.
 2. Compare and contrast how different search engines work.
 3. Develop and implement an SEO plan.
 4. Create a baseline and keyword strategy for a website.
 5. Create an ongoing plan to establish good SEO practices.
- **Certificate and Degree (Program-level) Learning Outcomes (PLOs).** This course is part of Computer Information Systems - Web Application and Cloud Developer Associate of Technical Arts Degree, and assesses student achievement of these specific outcomes:
 - Communication Skills (minimum 5 credits)
 - OUTCOME: Communicate and interact effectively through a variety of methods appropriate to audience, context, purpose, and field/discipline.
 - Human Relations and Professional Development Skills (6-7 credits)
 - OUTCOME: Act responsibly in applying professional and academic standards associated with personal wellness; sustainable management of resources; and/or with success in educational, workplace, community, and team settings.
 - Quantitative Analysis/Symbolic Reasoning Skills (minimum 5 credits)
 - OUTCOME: Reason clearly using academic or professional modes of inquiry; using quantitative or symbolic reasoning; and/or using other discipline/field specific methods to explore and create ideas; identify information needs; process, evaluate, and use information; and recognize, analyze, and solve problems.
 - Cultural Diversity Skills
 - OUTCOME: Explore and apply multiple perspectives in order to examine cultural differences and influences; maintain effective professional/working relationships; and/or interact effectively in multicultural settings.
 - Program Requirements (75 credits)
 - OUTCOMES:
 1. Build and maintain websites, mobile apps, and Android and IOS sites.
 2. Research, assess, and appropriately apply updated emerging technology to support websites as needed in industry.
 3. Work with management, development teams, or stakeholders to create websites.

4. Comply with the ethics related to the use of copyrighted materials and intellectual property rights.
5. Demonstrate an entrepreneurial approach to website/page development.
6. Describe, create, and implement databases technologies relative to website development and maintenance.
7. Analyze, implement, and apply the systems development lifecycle (SDLC) methods and tools to meet the website development needs of a business.

COURSE MODE

- This is a hybrid course. A hybrid course is a combination of traditional classroom activities as well as online instruction. Some classroom time is replaced by content and activities that take place in a managed online eLearning classroom. You should also check in on the Canvas course at least 3 times a week. For more information about taking a class a Hybrid course, visit [eLearning at EdCC \(Links to an external site.\)](http://www.edcc.edu/elearning) (full URL: [http://www.edcc.edu/elearning \(Links to an external site.\)](http://www.edcc.edu/elearning)).

ASSIGNMENTS AND GRADING

- **Assessment Criteria and Grading Policies.** Point Distribution: labs (200), assignments (100), discussions (100), projects (200), exams (400). Total points (1000). Rubrics for the assignments are specified in Canvas. See the Grade Table below for the grade point equivalents.
- **Attendance Policy.** Because this is a hybrid course, you must attend class each week on Campus. You should also check in on the Canvas course at least 3 times a week, to be sure that you don't miss any important announcements or information.
- **Make-up or Late Work.** Projects/assignments are due on the date indicated in Canvas. Projects/assignments received late will be marked 50% off if the assignment is not submitted by the stated date on the calendar. After the second week, no late assignment will be accepted. The final project will not be accepted late. No assignments will be accepted after the last class meeting of the quarter. No make-up tests or quizzes will be given unless prearranged. Prearranged is defined as: notifying the instructor of the inability to take the test or quiz before the scheduled time of the test or quiz. You must make up the missed test or quiz within an agreed upon amount of time, no more than one week.
- **Policy on V and I Grades.** These can be found in the [online college catalog \(Links to an external site.\)](http://catalog.edcc.edu) (full URL: [http://catalog.edcc.edu \(Links to an external site.\)](http://catalog.edcc.edu)) on the Academic Requirements page, under Student Grades.
- **Policy on S, U, and N Grades.** These can be found in the [online college catalog \(Links to an external site.\)](http://catalog.edcc.edu) (full URL: [http://catalog.edcc.edu \(Links to an external site.\)](http://catalog.edcc.edu)) on the Academic Requirements page, under Student Grades.

- **Plagiarism Reference.** [Reference Information \(Links to an external site.\)](#)[Links to an external site.](#) (full URL: [/syllabus/plagiarism-overview.html \(Links to an external site.\)](#)[Links to an external site.](#)).
- **Institutional Withdrawal Policy.** Please see [Instructor-Institutional Withdrawal Policy \(Links to an external site.\)](#)[Links to an external site.](#)
- Please see the **Student Rights, Freedoms and Responsibilities** in the Edmonds CC online academic catalog: [Edmonds Community College Policies \(Links to an external site.\)](#)[Links to an external site.](#) (full URL: <http://catalog.edcc.edu/content.php?catoid=23&navoid=6810> [\(Links to an external site.\)](#)[Links to an external site.](#)). This document includes Guidelines for Student Conduct and information on disciplinary procedures.

- **GRADE TABLE**

Grade Points for Percentage of Points earned			Letter Grade Equivalency
4.0=95%	2.9=84%	1.8=73%	A = 4.0 - 3.9
3.9=94%	2.8=83%	1.7=72%	A- = 3.8 - 3.5
3.8=93%	2.7=82%	1.6=71%	B+ = 3.4 - 3.2
3.7=92%	2.6=81%	1.5=70%	B = 3.1 - 2.9
3.6=91%	2.5=80%	1.4=69%	B- = 2.8 - 2.5
3.5=90%	2.4=79%	1.4=68%	C+ = 2.4 - 2.2
3.4=89%	2.3=78%	1.4=67%	C = 2.1 - 1.9
3.3=88%	2.2=77%	1.3=66%	C- = 1.8 - 1.5
3.2=87%	2.1=76%	1.2=65%	D+ = 1.4 - 1.2
3.1=86%	2.0=75%	1.1=64%	D = 1.1 - 1.0
3.0=85%	1.9=74%	1.0=63%	F = 0.0

STATEMENT ON ACADEMIC INTEGRITY

Edmonds CC students shall demonstrate Academic Integrity. I am expected to report all violations of Academic Integrity (cheating and plagiarism) to the College. The College's database of such incidents will be monitored by the Office of the Vice President for Student Services. Data will be maintained for three years. Evidence of repeat incidents will result in additional action by the Office of the Vice President for Student Services as governed by the Student Code of Conduct. In this class, cheating and plagiarism will result in an assignment or grade penalty ranging from "0" on an assignment to an "F" in the course.

FINAL EXAM AND LAST MEETING OF CLASS

- The final exam will be in-class on WEEK ELEVEN, March 18, 2019, Monday, 6 pm, at SNH-0124.

SERVICES FOR STUDENTS WITH DISABILITIES

If you require an accommodation for a disability, please contact Services for Students with Disabilities at MLT 159, 425.640.1320 or ssdmail@edcc.edu.

COURSE EXPECTATIONS

- Students:
 - Submit all assignments online by the due dates specified in Canvas.
 - Send all assignments online in Canvas.
 - Ensure your name is on your assignment at the top of the first page.
 - Check the eLearning course site at least every 24 hours.
- Instructor:
 - I will return email messages within 24 hours, usually much sooner.
 - I will grade and return all assignments within seven days.
 - I will monitor the discussion board on a daily basis.
 - I will post all grades and points on the eLearning course student grade book.
- Successful completion of student responsibilities in this class requires class attendance and online access to Canvas. You are expected to attend class and log in to your online classroom at least 3 times per week for a minimum of 2 hours. Instructions for access to [Canvas and student technical support \(Links to an external site.\)](#)Links to an external site. (full URL: <http://www.edcc.edu/elearning> (Links to an external site.)Links to an external site.).

STUDENT RESOURCES

Useful [Student Resources \(Links to an external site.\)](#)Links to an external site. (full URL: <http://www.edcc.edu/students> (Links to an external site.)Links to an external site.)

[Academic Calendar \(Links to an external site.\)](http://www.edcc.edu/calendar/academic.html)[Links to an external site.](http://www.edcc.edu/calendar/academic.html) (full URL: <http://www.edcc.edu/calendar/academic.html> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/calendar/academic.html))

[Advising \(Links to an external site.\)](http://www.edcc.edu/advising)[Links to an external site.](http://www.edcc.edu/advising) (full URL: <http://www.edcc.edu/advising> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/advising))

[Center for Student Engagement and Leadership \(Links to an external site.\)](http://www.edcc.edu/csel)[Links to an external site.](http://www.edcc.edu/csel) (full URL: <http://www.edcc.edu/csel> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/csel))

[College Policies and Procedures \(Links to an external site.\)](http://catalog.edcc.edu/content.php?catoid=23&navoid=6810)[Links to an external site.](http://catalog.edcc.edu/content.php?catoid=23&navoid=6810) (full URL: <http://catalog.edcc.edu/content.php?catoid=23&navoid=6810> (Links to an external site.))[Links to an external site.](http://catalog.edcc.edu/content.php?catoid=23&navoid=6810))

[Counseling and Resource Center \(Links to an external site.\)](http://www.edcc.edu/counseling)[Links to an external site.](http://www.edcc.edu/counseling) (full URL: <http://www.edcc.edu/counseling> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/counseling))

[Diversity Student Center \(Links to an external site.\)](http://www.edcc.edu/dsc)[Links to an external site.](http://www.edcc.edu/dsc) (full URL: <http://www.edcc.edu/dsc> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/dsc))

[eLearning Information \(Links to an external site.\)](http://www.edcc.edu/elearning)[Links to an external site.](http://www.edcc.edu/elearning) (full URL: <http://www.edcc.edu/elearning> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/elearning))

[Enrollment Services \(Links to an external site.\)](http://www.edcc.edu/es)[Links to an external site.](http://www.edcc.edu/es) (full URL: <http://www.edcc.edu/es> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/es))

[Library, including online resources \(Links to an external site.\)](http://www.edcc.edu/library)[Links to an external site.](http://www.edcc.edu/library) (full URL: <http://www.edcc.edu/library> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/library))

[Services for Students with Disabilities \(Links to an external site.\)](http://www.edcc.edu/ssd)[Links to an external site.](http://www.edcc.edu/ssd) (full URL: <http://www.edcc.edu/ssd> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/ssd))

[Student Printing Information \(Links to an external site.\)](http://students.edcc.edu/acs/printing)[Links to an external site.](http://students.edcc.edu/acs/printing) (full URL: <http://students.edcc.edu/acs/printing> (Links to an external site.))[Links to an external site.](http://students.edcc.edu/acs/printing))

[Student Support Resources \(Links to an external site.\)](http://www.edcc.edu/support)[Links to an external site.](http://www.edcc.edu/support) (full URL: <http://www.edcc.edu/support> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/support))

[TRIO \(Links to an external site.\)](http://www.edcc.edu/trio)[Links to an external site.](http://www.edcc.edu/trio) (full URL: <http://www.edcc.edu/trio> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/trio))

[Title IX and Gender Discrimination](http://www.edcc.edu/titleix/what-is-titleix/definitions/gender-discrimination.html) (full URL: <http://www.edcc.edu/titleix/what-is-titleix/definitions/gender-discrimination.html> (Links to an external site.))[Links to an external site.](http://www.edcc.edu/titleix/what-is-titleix/definitions/gender-discrimination.html))

Emergency Preparedness

The [Triton Alert System \(Links to an external site.\)Links to an external site.](http://www.edcc.edu/alert/triton) (full URL: [http://www.edcc.edu/alert/triton \(Links to an external site.\)Links to an external site.](http://www.edcc.edu/alert/triton)) will be used to send notifications regarding campus closures, emergency situations, or evacuation orders in the event of an emergency or inclement weather. Edmonds CC students and employees are automatically enrolled to receive Triton Alerts through their college email addresses. Sign up to receive text and voice messages on your mobile or home phones and/or additional email notifications to personal email addresses.

If inclement weather prevents me from getting to campus (and the college is open), I will leave an announcement in our eLearning class. I will try to get this information to you as early as possible so you don't come to campus and find that the class has been canceled. However, be sure to check the college's website to see if the college is closed and all classes are canceled.

Important Dates

Edmonds CC Academic

Calendar: [http://www.edcc.edu/calendar/academic.html \(Links to an external site.\)Links to an external site.](http://www.edcc.edu/calendar/academic.html).

Winter Quarter 2019

Date	Event
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Jan. 1	New Year's Holiday: College Closed
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Jan. 2	Winter quarter classes begin (Financial Aid deadline for this quarter: Nov. 15, 2018)
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Jan. 4	Last day online registration available for adding classes (after this date, instructor's permission needed to add most classes and waitlists are disabled)
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Jan. 8	Financial Aid students must finalize their enrollment status by this date
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Jan. 8	Last day for 100% refund (self-support classes have different dates)
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Jan. 15	Graduation application submission deadline
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Jan. 15	Last day before late petition required to register unless otherwise posted in
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schedule

Jan. 15 Last day to drop a class without a transcript entry

Jan. 18 Last day for 50% refund (self-support classes have different dates)

Jan. 21 Martin Luther King Jr. Holiday: College Closed

Feb. 18 Presidents Day Holiday: College Closed

Feb. 19 Graduation packets due from advisors

Feb. 19 Last day to withdraw, add a continuous enrollment class, or change credit/audit status

Feb. 21 Registration for spring quarter begins

Feb. 27 Open enrollment for spring quarters begins

Mar. 1 Spring quarter 2019 financial aid application deadline

Mar. 11 Web grading available to instructors through instructor briefcase

Mar. 13 Final exams

Mar. 14 Final exams

Mar. 15 Final exams

Mar. 18 Final exams

Mar. 18 Last day of winter quarter

Mar. 20 Grades are due

Mar. 22 Grades available to students online

Course Summary:

Date	Details
Mon Jan 7, 2019	Week 1 Lab
Mon Jan 14, 2019	Discussion: Who Am I? Moz Chapter 1, How Search Engines Operate Week 1 Assignment Week 2 Lab
Tue Jan 22, 2019	Moz Chapter 2, How People Interact With Search Engines Week 2 Assignment
Mon Jan 28, 2019	Moz Chapter 3, Why Search Engine Marketing is Necessary Week 3 Assignment Week 4 Lab
Mon Feb 4, 2019	Moz Chapter 4, Basics of Search Engine Friendly Design and Development Week 4 Assignment Week 5 Lab
Mon Feb 11, 2019	Moz Chapter 5, How to do Keyword Research

[Week 5 Assignment](#)

[Midterm 1, in-class 6pm SNH-124. Closed-book exam \(Chapter 1-7 Burge: Joomla1; Chapter 1-5 Moz\), 200 pts](#)

[Week 6 Lab](#)

Mon Feb 18, 2019

[Moz Chapter 6 - How Usability, User Experience & Content Affect Search Engine Rankings](#)

[Week 6 Assignment](#)

Mon Feb 25, 2019

[Moz Chapter 7 - Growing Popularity and Links](#)

[Week 7 Assignment](#)

[Week 8 Lab](#)

Mon Mar 4, 2019

[Moz Chapter 8 - Search Engine Tools and Services](#)

[Week 8 Assignment](#)

[Week 9 Lab](#)

Mon Mar 11, 2019

[Moz Chapter 9 - Myths & Misconceptions About Search Engines](#)

[Week 9 Assignment](#)

[Week 10 Lab](#)

Mon Mar 18, 2019

[Moz Chapter 10 - Measuring and Tracking Success](#)

[Week 10 Assignment](#)

[Final Exam, in-class 6pm SNH-124. Closed-book exam \(Chapter 8-14](#)

[Burge: Joomla1; Chapter 6-10 Moz\), 200 pts](#)

[Final Project - Submit!](#)

due
