

CIS 244 Syllabus

An intro to Search Engine Optimization and content management for the web. A step-by-step approach to organic and paid search engine optimization. Learn about free statistic collectors and what makes a web site move up in placement. Prerequisite: CIS 241 with a minimum grade of 2.5 or equivalent experience.

Course meeting information:

Location:	Online via Blackboard
Final Exam:	The final exam for this course will be held online; the exam will be made available to you on March 14th and you will have until March 16th to complete the exam.

Instructor Information:

Instructor:	Marti Baker
Telephone number:	425 640 1766 (but email me, it's much faster!)
email:	mbaker@edcc.edu
Office Location:	Alderwood Hall 213
Office Hours:	Monday 3:00 P.M. to 5:30 P.M. Snohomish Hall 124 Tuesdays 3:00 P.M. to 5:30 P.M. Online via Blackboard Collaborate

Course Materials:

Textbooks - Available online through our library on [books24/7](#).

Text 1:	Content Management Systems (Available through books24/7)	<u>Phil Suh, Dave Addey, David Thiemecke and James Ellis</u>	Glasshaus	ISBN:190415106X
Text 2:	SEARCH ENGINE OPTIMIZATION: AN HOUR A DAY Second Edition (Available through books24/7)	<u>Jennifer Grappone and Gradiva Couzin</u>	Sybex	ISBN:10: 471787531

Additional Materials:

Required:

Noise Cancelling Headset and Microphone. Such as Logitech USB Headset H360

Recommended:

USB Flash Drive

Additional Resources:

Snohomish 124 Open Lab Hours:

Day:

Times:

Monday

3:00 p.m. to 5:30 p.m.

Tuesday

3:00 p.m. to 9:00 p.m.

Wednesday

3:00 p.m. to 9:00 p.m.

Thursday

3:00 p.m. to 9:00 p.m.

Friday

10:00 a.m. to 2:00 p.m.

Objectives:

At the end of this course students will be able to:

- Gather data to identify customer content requirements. (Reason clearly using varied analytic and creative approaches)
 - Define data, information and content. (Reason clearly using varied analytic and creative approaches)
 - Successfully incorporate required content into a web site.

Research content and information required to complete a WWW site. (Critical thinking, oral and written communication)

- Understand and use successful content management when identify website requirements.
- Identify the parts of a Content Management System (CMS)

Define scope of work of a WWW project, including: task identification and system requirements. (Communicate and interact respectfully through critical and imaginative expression, Reason clearly using varied analytic and creative approaches)

- Complete a content management project. (Reason clearly using varied analytic and creative approaches)
- Identify the branches of content management. (Reason clearly using varied analytic and creative approaches)

Develop a project plan (Communicate and interact respectfully through critical and imaginative expression, Reason clearly using varied analytic and creative approaches, oral and written communication)

- Apply project planning to content management.

Develop site maps and application models (Reason clearly using varied analytic and creative approaches, Communicate and interact respectfully through critical and imaginative expression)

- Identify the need for site maps and application models when planning and creating web site content.

Plan a WWW site rollout, including: user and satisfaction testing, and load testing.(Reason clearly using varied analytic and creative approaches, Communicate and interact respectfully through critical and imaginative expression)

- Create project processes and procedures for a website rollout.
- Complete a testing plan.

Integrate customer feedback. (Reason clearly using varied analytic and creative approaches, Communicate and interact respectfully through critical and imaginative expression)

- Apply feedback to website changes and development.

Perform application maintenance. (Reason clearly using varied analytic and creative approaches)

- Apply required updates to a website.

Recommend application/site improvements. (Reason clearly using varied analytic and creative approaches)

- Evaluate an existing site and recommend web site changes.

Define and manage development standards. (Reason clearly using varied analytic and creative approaches, Communicate and interact respectfully through critical and imaginative expression)

- Create development processes and procedures

Evaluate web technologies and standards. (Reason clearly using varied analytic and creative approaches, Communicate and interact respectfully through critical and imaginative expression)

Recommend appropriate technologies and standards to meet the customer requirements (Reason clearly using varied analytic and creative approaches)

- Recommend a CMS for use within an organization.

Provide quality customer service. (Reason clearly using varied analytic and creative approaches)

Grading Policies:

How do you earn your grade?

Grading will be on a mix of the percentage of points available for assignments, quizzes and tests. Additionally, 33.3% of your grade is based upon your participation in this class through the discussion boards. See the Grade Table below for the grade point equivalents.

What are the rules about late work?

With the exception of the final exam, projects/assignments/discussion board are due at 11:59 p.m. on the date indicated in the Daily Class Schedule. Projects/assignments received late will be marked 50% off after the date where the project/assignment/discussion board is due. No late assignment will be accepted after one week. The final exam will not be accepted late. No project/assignment/discussion board will be accepted after the last class day of the quarter. No make-up tests or quizzes will be given unless pre-arranged. Pre-arranged is defined as: notifying the instructor of your absence 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.

V grades and I Grades As stated in Edmonds Community College Catalog:

"V-An instructor-initiated withdrawal. The final grade if an instructor initiates a class withdrawal before the end of the quarter, often in consultation with the student, but also if a student enrolls in a class, but never attends or stops attending class. A faculty member is under no obligation to grant an instructor-initiated withdrawal."

"I -Incomplete given at the discretion of the instructor and only when the student has done satisfactory work, but could not complete part of the course work or take the final examination. To receive an incomplete, the student must develop a contract with the instructor that sets a deadline " not to exceed one year " and quality standards for the work to be completed. If the contract is not satisfactorily completed by the deadline, the "I" grade remains on the student transcript."

(http://policies.edcc.edu/%5Facademic/student_Grades.php)

Grading Table:

Grade Points:						Letter Grades:	
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 - 0.9
3.0	85	1.9	74	1.0	63	D-	0.8 - 0.7

Course Policies:

As stated in the student handbook [policies](#):

"Admission to the college carries with it the expectation that the students will conduct themselves as responsible members of the college community as well, that s/he will comply with the rules and regulations of the college, maintain high standards of integrity and honesty, respect the rights, privileges and property of other members of the college community, and will not interrupt regular college activities and programs."

"Grounds for disciplinary action shall include, but not be limited to the following:

1. Dishonesty, including, but not limited to, cheating, plagiarism, or knowingly furnishing false information to the college."

Students violating these policies will be subject to disciplinary action.

Attendance: Because this is an online course, your class "attendance" is your discussion board contributions. Generally there is a topic to be discussed each week of the course. The topics covered in this course can be difficult and require your attention and diligence. You should check in on the course at least 3 times a week, to be sure that you don't miss any important announcements or information. As stated above, 10% of your grade is based upon your participation within this course.

Policy on Cheating:

I will not tolerate cheating. Grades on assignments, quizzes or tests will be adjusted as warranted. Students who are suspected to have cheated will have a private talk with me and/or the division director. During or after this discussion we may make a suitable adjustment, if circumstances seem to warrant it. The following list is a sample of items that I consider to be cheating, but is not a complete list:

- Any assignment OR test which is copied in whole or in part from another person.
- Plagiarism (please be sure that you know what this means).
- Using corrected exams to study for late test taking.
- Use of past test to study for test taking.

Americans with Disabilities Act (ADA)

If you require an accommodation for a disability, please contact Services for Students with Disabilities at MLT 159, 425-640-1320, ssdmail@edcc.edu. As well, please let me know if there is anything that I can do to help you be successful in this course.

Blackboard course:

Successful completion of student responsibilities in this class requires access to Blackboard via an Internet browser. You are expected to login to the Blackboard classroom at least 3 times

per week. Instructions for access to Blackboard may be located online at the following address:http://online.edcc.edu/study/Bb_login.html

- Toll-free technical support (24/7) 1-866-886-4854
- Online support (24/7)
at http://blackboard.edcc.edu/webapps/portal/frameset.jsp?tab_id=114_1 (Click on the "Technical Support" located on the top of the page)