



WEB PAGE CONSTRUCTION III — WEBD 2710

A. Course Description

- **Credits:** 3.00
- **Lecture Hours/Week:** 2.00
- **Lab Hours/Week:** 1.00
- **OJT Hours/Week:** 0
- **Prerequisites:** None
- **Corequisites:** None
- **MnTC Goals:** None

Introduces web content management software and use of templates and plugins to create websites. Emphasis is on tools for creating feature rich websites without ground up programming. Other topics include using template web marketing, shopping cart/e-commerce options and HTML 5 and CSS3.

B. Course Effective Dates: 1/12/15 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

1. Analyze advertising style using CMS vs. other web language programming
2. Analyze consumer use of CMS
3. Analyze email marketing goals
4. Analyze programmer use of CMS
5. Apply shopping cart software
6. Create email marketing design
7. Define Droople, Joomla, and Wordpress.
8. Define server requirements for CMS
9. Define shopping cart software applied to consumer products
10. Demonstrate use of Blogging software
11. Demonstrate writing and photo journaling with Blogs
12. Describe web design template
13. Distinguish marketing advantages of CMS vs. other web language programming
14. Explain CMS software (content management systems)
15. Identify Blogging software

16. Identify email marketing techniques
17. Identify marketing trends of Blogs
18. Identify shopping cart software
19. Identify various uses of CMS
20. Integrate web design templates
21. Modify web template designs

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment

As noted on course syllabus

G. Special Information

None noted