

18 NOVEMBER 2019

ICT 302, WEEK 13: LEARN

WEEKLY REVIEW

WEEK 13

- ▶ Monday (Learn): attend lecture on making money with content management
- ▶ Wednesday (Explore): explore eCommerce plugins for WordPress
- ▶ Friday (Create): continue work on CMS Guidebook
- ▶ Sunday (Submit): submit Learning Journal entries

REVIEW: WHAT IS CONTENT?

**WHAT CONTENT DO YOU
CONSUME?**

**DO YOU PAY FOR THIS
CONTENT? IF NOT...**

BUSINESS MODELS FOR CONTENT MANAGEMENT WORK

**SOMETIMES, CONTENT
ISN'T THE BUSINESS**

ADVERTISING

**SPONSORED
CONTENT**

AFFILIATED LINKS

**SELL STUFF RELATED
TO CONTENT**

**OFFER BONUS CONTENT
FOR MEMBERS**

CROWDFUNDING

USING A CMS FOR AN ONLINE STORE