COURSE SYLLABUS

COM244: Content Management Systems

Course Description

This course demonstrates the advantages of using a Content Management System (CMS), and the use of acquired knowledge to construct and deploy a fully functional website. Core concepts include the benefits of CMS solutions, common terminology, and development strategies using industry-standard software. Topics covered include installing CMS programs, and configuring databases, themes, widgets, and plugins.

General Course Information

Number of Units/Weeks	4/10
#Hours Lecture/#Hours Laboratory/#Hours HW*	40/0/80
Prerequisite(s)	DSN 224
Co-requisites (s)	None
Course Developer(s)	Matthew Gross, BA
Date Approved / Last Review	TBA / TBA

* Homework

Learning Outcomes

Upon successful completion of this course, the student will be able to:

1) Identify the advantages of Content Management Systems
2) Plan a site map and content lifecycle
3) Publish and modify custom web pages and posts
4) Organize and construct a menu navigation structure
5) Use common CMS taxonomies
6) Optimize media and web graphics
7) Demonstrate the power of web collaboration

Instructional Methods Employed in this Course

Lecture and reading assignments
Hands-on exercises and labs
Research
Practical application of theory and skills in authentic projects
Student presentations

Information Resources for this Course

📖 **Textbook**

Williams, B. (January 4, 2013). Professional WordPress: Design and Development. Indianapolis, IN: John Wiley & Sons, Inc.

📁 **Other Materials**

TBA

Web Site Readings
codex.wordpress.org

Table/Topics & Assignments

Types of Assignments:
Lecture: Considered Lecture Hours
Classroom Discussion: Considered Lecture Hours
In Class Critique: Considered Lecture Hours
Delivering Oral Presentations: Considered Lecture Hours
In Class (IC) Exercise: Considered Lecture Hours
Reading: Considered Homework (HW), work done outside of class.
WebClass lesson (non-online courses): Considered HW, work done outside of class
Lab Work: Considered Lab Hours
Quiz, Midterm or Final: Considered Lecture Hours

Week 1						
Type	**Topic/Description**	**LEC Hours**	**LAB Hours**	**HW Hours**	**Point Value**	**Due**
LEC 1A	Introduction to CMS	1.5				
LEC 1B	Getting Focused: Website Planning and Site Maps	1				
IC EX 1A	In-Class Brainstorm: Gathering Ideas & Developing Site Concepts	1.5				
HW 1A	Site Map Completion			2	25	Start of Next Class
HW 1B	Site Registration Completion			2	25	Start of Next Class
HW 1C	Book Acquisition & Table of Contents review, Evaluated by HW 1A			1		Start of Next Class
HW 1D	Read Textbook pages 1-20, and 365-382 Chapters 1 & 14 (37 Pages) Evaluated by HW 1A			3.7		Start of Next Class
Total Week 1		4	0	8.7	50	
Week 2						
Type	**Topic/Description**	**LEC Hours**	**LAB Hours**	**HW Hours**	**Point Value**	**Due**
LEC 2A	Managing Content, Importing images, documents, and text.	1				
LEC 2B	Pages, Posts, and Categories	1				
IC EX 2A	Pages vs Posts Exercise	2				
HW 2A	Publishing Pages			4	50	Start of Next Class

Type	Topic/Description			HW Hours	Point Value	Due
HW 2B	Publishing Posts			4	50	Start of Next Class
HW 2C	Read Codex page: codex.wordpress.org/Pages Evaluated by HW 2A			1		Start of Next Class
HW 2D	Read Codex page: codex.wordpress.org/Posts Evaluated by HW 2B			1		Start of Next Class
Total Week 2		4	0	10	100	

Week 3

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Using Visual Editors: WYSIWYG & Code Views, Headers & Footer Design	1				
LEC 3B	Installing software on remote servers and setting up databases	1				
IC EX 3A	Media Galleries Exercise	2				
HW 3A	Adding Photos and Galleries to your site			4	50	Start of Next Class
HW 3B	Header & Footers			4	50	Start of Next Class
HW 3C	Read Codex Page: codex.wordpress.org/Using_Images Evaluated by HW 3A			1		Start of Next Class
HW 3D	Read Codex Page: codex.wordpress.org/Designing_Headers Evaluated by HW 3B			1		Start of Next Class
Total Week 3		4	0	10	100	

Week 4

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Customizing Sites: Themes, Widgets, Plugins, and Menus	1.5				
LEC 4B	Server and Database Installation Review	0.5				
IC EX 4A	Testing Themes	2				
HW 4A	Installing Themes & Installing Plugins			4	50	Start of Next Class
HW 4B	Customizing Menus			4	50	Start of Next Class
HW 4C	Read Codex Page: codex.wordpress.org/Using_Themes Evaluated by HW 4A			1		Start of Next Class

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
HW 4D	Read Codex Page: codex.wordpress.org/WordPress_Menu_User_Guide Evaluated by HW 4B			1		Start of Next Class
Total Week 4		4	0	10	100	

Week 5

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	CSS Editing	1				
LEC 5B	Using CMS solutions with other software	1				
IC EX 5A	Changing Font Colors and Sizes	2				
HW 5A	Customizing Site Text			4	50	Start of Next Class
HW 5B	Widget Installations			4	50	Start of Next Class
HW 5C	Read Codex Page: codex.wordpress.org/CSS Evaluated by HW 5A			1		Start of Next Class
HW 5D	Read Codex Page: codex.wordpress.org/Playing_With_Fonts Evaluated by HW 5A			1		Start of Next Class
Total Week 5		4	0	10	100	

Week 6

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
EXAM 6A	LASA 1: Site Presentations (in-class assessment) Engage and connect with the class to showcase your current site design. Evaluated by Site Checklist Rubric	4			100	In Class
Total Week 6		4	0	0	100	

Week 7

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	Designing for Mobile Phones and Tablets	1				
LEC 7B	Contact Forms	1				
IC EX 7A	Mobile Responsive Design Exercise	2				
HW 7A	Mobile Responsive Design Examples			4	50	Start of Next Class
HW 7B	Contact Form Design			4	50	Start of Next Class
HW 7C	Read pages 334-342 (8 pages) Evaluated by HW 7A and 7B			0.8		Start of Next Class

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
HW 7D	Read Page: wordpress.org/plugins/jetpack Evaluated by HW 7A and 7B			1		Start of Next Class
Total Week 7		4	0	9.8	100	

Week 8

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 8A	Tags, Keywords and Search Engine Optimization	1				
LEC 8B	Site Statistics & Tracking Software	1				
IC EX 8A	Gathering Keywords & Tags, and Installation of Tacking Software	2				
HW 8A	Keyword List			5	50	Start of Next Class
HW 8B	Tag System Development			5	50	Start of Next Class
HW 8C	Read pages 309-333 (24 Pages) Evaluated by HW 8A and 8B			2.4		Start of Next Class
HW 8D	Read Codex page: codex.wordpress.org/Posts_Tags_Screen Evaluated by HW 8A and 8B			1		Start of Next Class
Total Week 8		4	0	13.4	100	

Week 9

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	CMS Review	1				
LEC 9B	Connecting to the CMS Community & Social Media	1				
IC EX 9A	Site Launch Checklist	2				
HW 9A	Site Launch Checklist Completion			10	50	Start of Next Class
Total Week 9		4	0	10	50	

Week 10

Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
EXAM 10A	LASA 2: Final CMS Site Presentations (in-class assessment) Engage and connect with the class to showcase your final site design. Evaluated by Site Checklist Rubric	4			200	In Class
Total Week 10		4	0	0	200	

Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	Introduction to CMS, Website Planning	4	0	8.7
2	Managing Content, Pages & Posts	4	0	10
3	Using Visual Editors, Servers & Databases	4	0	10
4	Customizing Sites: Themes, Plugins and Menus	4	0	10
5	CSS Editing & Fonts	4	0	10
6	Mid-Term Presentations & Critiques: LASA 1	4	0	0
7	Designing for Mobile & Contact Forms	4	0	9.8
8	Tags, Keywords, SEO & Tracking	4	0	13.4
9	CMS Review, Site Launch Checklist	4	0	10
10	Final Presentations & Critiques: LASA 2	4	0	0
Total		40	0	81.9

Table/Point Breakdown

Assignment Type	Possible Points	Percentage of Grade
Graded Homework	700	70%
LASA 1 - In-Class Presentations & Critique	100	10%
LASA 2 - Final Presentations & Critique	200	20%
Total	1000	100%

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:
The Coleman University guidelines for the assignment of grades to total points earned is as follows:

Percent	Letter Grade	Grade Points
94-100%	A	4
90-93%	A-	3.67
87-89%	B+	3.33
84-86%	B	3
80-83%	B-	2.67
77-79%	C+	2.33
74-76%	C	2
70-73%	C-	1.67
67-69%	D+	1.33
64-66%	D	1
60-63%	D-	0.67
0-59%	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0
CR =Credit, NC = No Credit, I = Incomplete, W = Course Withdrawal, AU = Audit, TR = Transfer Credit, WV = Waiver		

Requirements

Assignments: All assignments (including projects, lab work, quizzes and exams) must
1-24 hours after due date = 20% off point value
25-48 hours after due date = 60% off point value
49+ hours after due date = No points given

If an assignment equals less than 5 points, no points will be given for late work. If there are extenuating circumstances, the student must submit a written explanation to the department Senior Instructor. Upon evaluation, points will be given according to the Senior Instructor's discretion.

Coleman University Policy on Academic Dishonesty:

Academic dishonesty is cause for dismissal from Coleman University. Presenting another person's ideas, methods, course work, or test answers with the intention that they be taken as one's own is theft of a special kind. It defrauds the originator of the work, the institution, its graduates, its students, and its future students.

The student has full responsibility for the authenticity of all academic work and examinations submitted. A student who appears to have violated this policy must submit to a hearing with the reporting instructor and the associate dean. If it is determined that a violation occurred, the matter will be referred to an Officer of the University with recommendations for an appropriate penalty. The student may be dismissed, suspended, or given another penalty.

Coleman University employs the plagiarism software known as Turnitin. Students are expected to use this tool in an appropriate manner with the sole purpose to support their own academic endeavors at Coleman University. Turnitin account information can not be shared with anyone. Contact your instructor if you have any questions about plagiarism related issues.

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.