

# Global Real Estate And Technology University

## MAR2001 Introduction to Internet Marketing

### Course Syllabus

#### Instructor Information

<b>Instructor</b>	Corey Leong, MNM, MA*, BS
<b>Office</b>	Virtual office via Skype, Phone, or Email
<b>Office Hours</b>	T,R 1pm-3pm EDT
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#### Course Information

<b>Course Name</b>	Introduction to Internet Marketing
<b>Course Delivery Type</b>	e-Learning Distance Education
<b>Course Language</b>	English

#### Course Resources

##### Required Tool:

A computer with an internet connection.

##### Required Textbook:

MacDonald, M. (2012). *WordPress: The Missing Manual, The Complete Guide to Building Blogs*

*and Corporate Websites*. Sebastopol, CA: O'Reilly Media.

### **Optional Textbook:**

Siarto, J. (2010). *Head First WordPress, A Brain-Friendly Guide to Creating Your Own Custom WordPress Blog*. Sebastopol, CA: O'Reilly Media.

### **Course Description**

MAR2001 Introduction to Internet Marketing is a core course of the Real Estate Technology Certification (RETC) Program. This course may also be taken as a standalone course for students who desire an additional background in web blogging. concepts. This course will introduce students to developing their knowledge and skills in the fundamentals of blogging using WordPress. This course covers principles of blogging, installation and configuration, and the ability to customize and administer a blog.

### **Course Objectives**

After completion of this course, students will able to:

Identify  
Configure  
Develop  
Identify

### **Course Requirements**

tba

### **Evaluation and Grading**

tba

### **Quizzes**

tba

### **Written Assignments**

tba

## Class Participation

Even though this is an online class, you are expected to “attend” our virtual sessions each week. If you miss work in this class or cannot submit course requirements ( module assignments) in a timely manner this will affect your grade. If you know ahead of time that you are going to miss an assignment (other than optional module assignments), please let me know. Please note: merely contacting me about a missed assignment does not constitute an excused absence. Excused absences are determined on a case by case basis, and students will receive an email confirmation of the absence is excused. Excused absences will only be granted for medical absences documented through a physician or absences with documentation that clearly demonstrate that you were unable to participate in the class for the majority of the week assignments were due. All work missed due to an excused absence must be made up.

## Final Project

tba

## Course Schedule

Week	Module	Topic	Assignment	Quiz
Week 1	Module 1	Introductions	Read Ch. 1, 2	Quiz 1
Week 2	Module 2	Basics of Posting	Read Ch. 4, 6	Quiz 2
Week 3	Module 3	Building Pages and Menus	Read Ch. 7	Quiz 3
Week 4	Module 4	WP Themes Administration	Read Ch. 5	Quiz 4
Week 5	Module 5	Managing Comments	Read Ch. 8	Quiz 5
Week 6	Module 6	Collaborative Blogging	Read Ch. 11	Quiz 6
Week 7	Module 7	WP PlugIns	Read Ch. 9	Quiz 7
Week 8	Module 8	Multimedia	Read Ch. 10	Quiz 8
Week 9	Module 9	Creating	Read Ch. 12	Quiz 9

		Community		
Week 10	Module 10	Course Review	Q/A, Study For Final Exam	Final Exam

### **Attendance Policy**

tba

### **Refund Policy**

tba

### **Academic Honesty**

Students will be held to the terms of academic honesty as dictated by GR8U. Plagiarism, copying, and all other types of cheating will not be tolerated. All abuses will be reported to the University. Students found guilty of academic dishonesty may receive an "F" in the course and required to retake the course again. Students should refer to the GR8U Rule <http://gr8u.org> for further clarification of academic honesty.

### **Disability Statement**

tba

### **Disclaimer Statement**

Please note this is a tentative syllabus, and the instructor reserves the right to make any changes that may be necessary to meet the objectives of the course.