MAR2001 Introduction to Business Marketing Blogging
Course Syllabus

Instructor Information

Instructor	Corey Leong, MNM, MA*, BS
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Course Information

Course Name: Introduction to Business Marketing Blogging
Course Delivery Type: e-Learning Distance Education

Course Resources

Required Tool:

A computer with an internet connection.

Required Textbooks:

MacDonald, M. (2012). *WordPress: The Missing Manual, The Complete Guide to Building Blogs and Corporate Websites*. Sebastopol, CA: O'Reilly Media.

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 Business Marketing Blogging 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

tba

Course Requirements

tba

Evaluation and Grading

tba

Quizzes

tba

Written Assignments

tba

Class Participation

tba

Final Project

tba

Attendance 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

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