Course Syllabus

STI VISION:	STI INSTITUTIONAL OUTCOMES:
To be the leader in innovative and relevant education that nurtures individuals to become competent and responsible members of society	
	Character (IO1): An STIer is a person of character. An STIer takes responsibility for his/her actions, treats people with respect, and lives with integrity.
STI MISSION:	
We are an institution committed to provide knowledge through the development and delivery of superior learning systems.	**Critical thinker (IO2):** An STIer is a critical thinker. An STIer challenges and analyses all information through sound questioning and is unafraid to push for creative ideas.
We strive to provide optimum value to all our stakeholders - our students, our faculty members, our employees, our partners, our shareholders, and our community.	**Communicator (IO3):** An STIer communicates to understand and be understood. An STIer discerns the value of information read or heard and effectively expresses his/her own emotions when sharing information, may it be spoken or written.
We will pursue this mission with utmost integrity, dedication, transparency, and creativity.	**Change-adept (IO4):** An STIer is change-adept. An STIer can adjust, adapt, and reinvent continuously to changing circumstances. An STIer believes in letting go of the old and embracing the new to achieve his/her fullest potential.

SERIAL NUMBER: IT21118	SUBJECT TITLE: WEB CONTENT MANAGEMENT	CREDIT: 3 units: 2 lec, 1 lab (2 hours lec and 3 hours lab per week)
COURSE DESCRIPTION:	This course will cover the principles and practices in developing and managing online content for institutional visibility and impact beyond interface and navigation design.	
PREREQUISITE:	None	
COURSE OUTCOMES:	After successful completion of this course, the student should be able to: CO1. Apply the principles and practices of effective web content management; (PI24, PI30) CO2. Create web content using software, websites, and other online tools; (PI14, PI16) CO3. Build a web content brand using interactive multimedia platforms; and (PI18, PI21) CO4. Publish web content based on the interpretation of website statistics, engagement, and content performance. (PI8, PI13)	
MANDATED BOOKS:	None	
REFERENCES:	1. Williams, Dr. A. (2021). *How to write great website content in 2021.* Self-published, Amazon, 2021 2. Brigdeford, T.(2020). *Teaching content management in technical and professional communication.* Routledge 3. Papagiannis, N. (2020). *Effective SEO and content marketing: The ultimate guide for maximizing free web traffic.* John Wiley & Sons 4. Barker, D.(2016). *Web content management: Systems, features, and best practices.* O'Reilly Media, Inc. 5. Online sources and other references (see Handouts).	
COURSE REQUIREMENTS:	• Lecture-Discussion/Class Participation • Seatwork/Exercises • Quizzes and Summative Tests • Assignments	

	• Group Work
GRADING SYSTEM:	The following percentage distribution shall be followed:
	Prelims 20%
	Midterms 20%
	Pre-finals 20%
	<u>Finals 40%</u>
	100%
	The following are the recommended periodical grade components for this course:
	Quizzes 20%
	Performance Task (Laboratory Exercises) 30%
	<u>Major Examination 50%</u>
	100%
We'd be glad to hear from you. For questions or feedback on this course, feel free to email us through <u>student.feedback@sti.edu</u>	

Course Outline

Learning Objectives (LO)		Week	LEC Hours	LAB Hours	TOPICS	Teaching and Learning Activities	Assessment Tasks
1	Distinguish various concepts and factors in web content management (CO1)	1-2	4	6	**Class Orientation** **Introduction to Web Content Management** Basic Concepts Purposes of Content Creation Different Types of Web Content Core Pillars of Content Management Overview of Various Web Content Platforms	Interactive Lecture Seatwork	01 Activity 1 01 Laboratory Exercise 1 01 Laboratory Exercise 2
2	Compare web content types (CO1)						
3	Construct digital materials to visualize the theme of the web content (CO2)						
4	Organize web content categories using sorting techniques (CO2)						
5	Classify roles involved in web content management (CO1)	3-4	4	6	**The Web Content Management Team** Roles in Web Content Management Skills in Web Content Management The Challenges Factors in Determining Web Content Type, Platform, and Role	Interactive Lecture Group Activity	02 eLMS Quiz 1 02 Laboratory Exercise 1 02 Task Performance 1
6	Determine the factors of web content that best fits the students (CO1)						
7	Develop a blog content (C02)						
		5			**PRELIMINARY EXAMINATION**		Practical Exam
8	Create a brand name logo based on the elements of web design (CO2)	6-7	4	6	**The Face of Web Content Management** Choosing the Name Design and Layout Basics Logo, Artwork, and Thumbnail	Interactive Lecture	03 Assignment 1 03 Laboratory Exercise 1 03 Activity 1

	Learning Objectives (LO)	Week	LEC Hours	LAB Hours	TOPICS	Teaching and Learning Activities	Assessment Tasks
9	Design digital art materials representing the web content (C01, CO2)						03 Laboratory Exercise 2

10	Build a web content site (CO2)	8-9	4	6	**The World of Web Content Management**
					    WordPress for Written Web Contents
					    YouTube Studios for Audio and Visual Web Contents
						Interactive Lecture	04 Activity 1
							
							04 Laboratory Exercise 1
							
							04 Quiz 1

11	Publish web contents (CO2)						04 Task Performance 1
		10			**MIDTERM EXAMINATION**		Pen-and-Paper Test

12	Assess an audience to develop a target niche (CO3)	11-12	4	6	**Brand and Community Building**
					    Brand's Voice and Identity
					    Target Audience
					    Marketing, Advertisement, and Promotion
						Interactive Lecture
						
						Group Activity
							05 Activity 1
							
							05 Laboratory Exercise 1
							
							05 Assignment

13	Devise web content strategies to retain user engagement (CO3)						05 Laboratory Exercise 2

14	Integrate acquired information on cyber laws into web contents (CO1, CO3)	13	2	3	**Advantages and Disadvantages of Web Content Making**
					    Dos and Don'ts of Web Content Making
					    Failures and Rebranding
					    Philippine Cyber Laws and Protection
						Interactive Lecture	06 Activity 1
							
							06 eLMS Quiz 1
							
							06 Task Performance 1

		14			**PRE-FINAL EXAMINATION**		Pen-and-Paper Test

Learning Objectives (LO)		Week	LEC Hours	LAB Hours	TOPICS	Teaching and Learning Activities	Assessment Tasks

15	Assess statistics and web content performance (CO4)	15-16	4	6	**Analysis and Interpretation of Web Content Stats**
					  Website Stats, Engagements, and Web Content Performance
					  Website Statistics Analysis and Recovery
					  Content Monetization
						Interactive Lecture
						
						Group Activity
							07 Activity 1
							
							07 Laboratory Exercise 1
							
							07 Assignment 1
							
							07 Laboratory Exercise 2

16	Implement changes to web content based on statistics and performance (CO4)						

17	Produce web contents with a broader approach to achieve expansions (CO1, C04)	17	2	3	**Web Content Expansion through Networking and Collaboration**
					  Future of an Established Web Content
					  Partnership and Collaboration
						Interactive Lecture	08 Activity 1
							
							08 eLMS Quiz 1
							
							08 Task Performance 1

18	Create strategies for business networking possibilities (CO3, CO4)						
		18			**FINAL EXAMINATION**		Pen-and-Paper Test

| **PREPARED BY:**
Lorennz B. Piñon | **VERIFIED BY:**
Alyanna R. Tobias, Ed.M., LPT | **REVIEWED BY:**
Beronika A. Peña | **APPROVED BY:**
Maria Isabel Q. Hipolito, M.Ed. EL | Management System
ISO 9001:2015
TÜVRheinland
CERTIFIED
www.tuv.com
ID 9105080691 |