* SECTION 1 to be completed by CURRICULUM AUTHOR
* SECTION 2 to be completed by CHAIR/DIRECTOR
* SECTION 3 to be completed by DEAN
* SECTION 4 to be completed by REGISTRAR & STAFF

**SUBMIT TO AREA ADMIN. ASSISTANT AFTER SECTIONS 1-4 ARE COMPLETE TO BEGIN SIGNATURE PORTION OF THE PROCESS.**

* SECTION 5 to be completed by CURRICULUM COUNCIL CHAIR & RECORDER
* SECTION 6 to be completed by VPI

| **SECTION 1: AUTHOR** | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| New, Change or Archive? | | | Modify/Change | | | **Rationale/reasons for this request:**  1. Variable credit - background and justification attached  2. Update Title and MCO for accuracy and relevance | | | | | | |
| Effective Quarter: | | | Fall 2024 | | |
| If proposed course will replace current, when do we archive current course? | | | N/A | | |
| **CURRENT** | | | | | | **PROPOSED** | | | | | | |
| Subject and Catalog # | | | | | | | | | | | | |
| Course Subject and Number: | | | BUS 288 | | | Course Subject and Number: | | | -unchanged- | | | |
| ctcLink Course Number: | | | 192987 | | | ctcLink Course Number: | | | -unchanged- | | | |
| Short Course Title (limit 30 characters) | | | | | | | | | | | | |
| Marketing Project | | | | | | Website Building Capstone | | | | | | |
| Long Course Title | | | | | | | | | | | | |
| -unchanged- | | | | | | -unchanged- | | | | | | |
| Course Description | | | | | | | | | | | | |
| Provides the student an opportunity to synthesize the knowledge gained in E-Marketing, Design, and Business Marketing coursework in the form of a final project. Students will plan and propose a workplace or research project and explore workplace leadership skills. Students will prepare and present final project. Recommended students take in their last quarter of the program. Formerly: EMRK 287. | | | | | | Students create a user-focused, responsive website of their own choosing. Students execute a focused business strategy with clear, measurable objectives. During this process, students conceive, research, plan and implement the website based on the skills and aptitudes attained in previously course. The website will follow specific criteria: minimum number of pages, function, responsiveness, efficient and intuitive navigation, cohesive styling and use of appropriate HTML, CSS and Javascript. Students will conduct a feedback process, incorporating improvements based on user-testing and surveys, then launch the website to a server. | | | | | | |
| Course Learning Outcomes | | | | | | | | | | | | |
| * Research and evaluate potential workplace or research projects. * Develop and present a workplace project proposal. * Design a project and presentation to demonstrate skills learned in the E-Marketing and Design program. * Apply leadership skills. | | | | | | * Identify a potential website idea based on broad business opportunity * Create customer personae to guide content and design decisions * Plan the website by constructing mood-boards, style-tiles, site maps, wireframes and mockups * Create a master schedule incorporating processes and milestones using Gantt charts and scheduling software * Build the website, coding webpages utilyzing applications, coding technologies and workflow tools introduced in previous courses * Present early and late website builds to instructor and users and incorporate usability improvements identified by feedback mechanisms * Present a refined website to stakeholders and launch website | | | | | | |
| Course Topics | | | | | | | | | | | | |
| * Project research, selection, and planning * Project proposal development and presentation * Leadership skills * Project report content * Presentation formats and design * Presentation techniques * Complete approved project * Write project completion report * Design and present project summary | | | | | | * Market analysis and research * Customer personae * Mood-boards and style-tiles * Project scheduling and task management * Codebase management and version control * HTML, CSS and Javascript * Developer Workflow Tools * Presentation techniques * Usability testing and surveys * Site launch and servers | | | | | | |
| Total Credits/Variable Credit | | | | | | | | | | | | |
| Minimum: | 5 | | Maximum: | | 5 | Minimum: | 1 | | Maximum: | | 5 | |
| Course Components | | | | | | | | | | | | |
| Course Components: | | | LEC | | | Course Components: | | | LEC | | | |
| Quarters Offered | | | | | | | | | | | | |
| Year 1 (list quarters): | | | -unchanged- | | | Year 1 (list quarters): | | | -unchanged- | | | |
| Year 2 (list quarters): | | | -unchanged- | | | Year 2 (list quarters): | | | -unchanged- | | | |
| Miscellaneous | | | | | | | | | | | | |
| Permit Open Entry/Exit? | | | | No | | Permit Open Entry/Exit? | | | | No | | |
| Grading Basis: | | | | Graded | | Grading Basis: | | | | Graded | | |
| Instructor/dept. consent required? | | | | Choose an item. | | Instructor/dept. consent required? | | | | Consent Required | | |
| Hide from Class Search? | | | | Choose an item. | | Hide from Class Search? | | | | Visible in Search | | |
| ***Approved By:*** | |  | | | | ***Date:*** | |  | | | |

| **SECTION 2: CHAIR/DIRECTOR** | | | |
| --- | --- | --- | --- |
| Enrollment Requirements & Equivalencies | | | |
| Prerequisite: |  | Pre-requisite: |  |
| Co-requisite: |  | Co-requisite: |  |
| Equivalencies: |  | Equivalencies: |  |
| Cross-Listed Courses: |  | Cross-Listed Courses: |  |
| *Notes and comments:* | | | |
| ***Approved By:*** |  | ***Date:*** |  |

| **SECTION 3: DEAN** | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CURRENT** | | | | | | | | **PROPOSED** | | | | | | | | | | |
| CONFIRM: Total Credits/Variable Credit | | | | | | | | | | | | | | | | | | |
| Minimum: |  | | Maximum: | |  | | | Minimum: |  | | Maximum: | | | |  | | | |
| Components & Credit-to-Hour Details | | | | | | | | | | | | | | | | | | |
|  | | | | CR | |  | HRS |  | | | | | CR | | |  | HRS | |
| LEC/[Theory](https://www.sbctc.edu/colleges-staff/policies-rules/policy-manual/chapter-5.aspx) (1 CR = 1 hour/week): | | | |  | | x1= |  | LEC/[Theory](https://www.sbctc.edu/colleges-staff/policies-rules/policy-manual/chapter-5.aspx) (1 CR = 1 hour/week): | | | | |  | | | x1= |  | |
| LAB/Guided Practice (1 CR = 2 hours/week): | | | |  | | x2= |  | LAB/Guided Practice (1 CR = 2 hours/week): | | | | |  | | | x2= |  | |
| CLIN/Field-Based (1 CR = 3 hours/week): | | | |  | | x3= |  | CLIN/Field-Based (1 CR = 3 hours/week): | | | | |  | | | x3= |  | |
| Total Credits & Weekly Contact Hours: | | | |  | |  |  | Total Credits & Weekly Contact Hours: | | | | |  | | |  |  | |
| Coding & Financials | | | | | | | | | | | | | | | | | | |
| [CIP](https://www.sbctc.edu/resources/documents/colleges-staff/data-services/data-warehouse/cip-2020-descriptions.pdf) Code: | | |  | | | | | [CIP](https://www.sbctc.edu/resources/documents/colleges-staff/data-services/data-warehouse/cip-2020-descriptions.pdf) Code: | | | |  | | | | | | |
| Default Section Size/Cap: | | |  | | | | | Default Section Size/Cap: | | | |  | | | | | | |
| Course Attributes: | | | Choose an item. | | | | | Course Attributes: | | | | Choose an item. | | | | | |
| Course Attributes: | | | Choose an item. | | | | | Course Attributes: | | | | Choose an item. | | | | | |
| Course Attributes: | | | Choose an item. | | | | | Course Attributes: | | | | Choose an item. | | | | | |
| Fees identified/requested: | | |  | | | | | Fees identified/requested: | | | |  | | | | | | |
| Does a budget exist for this subject? | | | Choose an item. | | | | | Does a budget exist for this subject? | | | | Choose an item. | | | | | | |
| Dean is required to present course to applicable instructional faculty (all campuses) for consideration. Date Presented: | | | | | | | | | | | | | |  | | | | |
| *Notes and comments:* | | | | | | | | | | | | | | | | | | |
| ***Approved By:*** | |  | | | | | | ***Date:*** | |  | | | | | | | | |

| **SECTION 4: REGISTRAR** | | | | | |
| --- | --- | --- | --- | --- | --- |
| **CURRENT** | | **PROPOSED** | | | |
| Coding & Attributes | | | | | |
| Academic Group: | Choose an item. | | Academic Group: | Choose an item. | |
| Academic Org: | Choose an item. | | Academic Org: | Choose an item. | |
| Funding Source: | Choose an item. | | Funding Source: | Choose an item. | |
| Intent: | Choose an item. | | Intent: | Choose an item. | |
| Mult Enrl in Term: | Choose an item. | | Mult Enrl in Term: | Choose an item. | |
| # Completions Allowed: | Choose an item. | | # Completions Allowed: | | Choose an item. | |
| Enrollment Req Group: |  | | Enrollment Req Group: |  | |
| *Notes and comments:* | | | | | |
| ***Approved By:*** |  | | ***Date:*** |  | |

| **SECTION 5: CURRICULUM COUNCIL** | | | |
| --- | --- | --- | --- |
| ***Date Received by Council:*** |  | ***Notes and comments:*** | |
| ***Curriculum Council Reviewer*** |  |
| ***Recorded Vote:*** |  | ***Date:*** |  |
| ***Curriculum Council Chair:*** |  | ***Date Certified:*** |  |

| **SECTION 6: VICE PRESIDENT OF INSTRUCTION** | | | |
| --- | --- | --- | --- |
| ***Notes and comments:*** | | | |
| ***VP of Instruction:*** |  | ***Date:*** |  |