



and CMS

## CIS 244 Intro to SEO

### Syllabus

**CIS 244 WEB DEVELOPMENT IV Section A - Item Number 2355**

**5 Credits**

**Winter 2015**

You will be building a website using the Joomla Content Management System. Covers article, category, menu, module, template, frontend/backend management in your Content Management System, and introduction to Search Engine Optimization. Students build multi-page Web sites. Prerequisite: CIS 241 or concurrent enrollment with minimum grades of 2.5 or equivalent.

### ***Course meeting information:***

Location: Online - Canvas

Final Exam: There is no final exam for this course, instead there is a final project which will be due on the last day of the quarter.

### ***Instructor Information:***

Instructor: Tessa Mero

Telephone number: 425.640-1339 extension 7071 (best to reach me by email)

email: [tessa.mero@email.edcc.edu](mailto:tessa.mero@email.edcc.edu)

### ***Course Materials***

Text: [Joomla! 3 Explained](#)

Publisher: Addison-Wesley Professional; edition 2 (August 7, 2014)

ISBN: 978-0321943224

Other Materials: As this course progresses, you will need to be able to download and install additional free software materials.

While it is not required, I strongly suggest that you purchase a thumb drive to backup the work

### ***Course Objectives:***

At the end of this course students will

- Demonstrate ability to understand search engine optimization and what makes a web site move up in rank in a search engine. [REASON]
- Recognize and identify different types of open source content management systems. [REASON]
- Describe why Joomla! is such a powerful tool. [COMMUNICATE]
- Identify different types of Local Servers and demonstrate their ability to install and run a Joomla! site. [REASON]
- Describe and demonstrate their understanding of Layouts and module positions. [COMMUNICATE]
- Describe and demonstrate their understanding of Categories, Menus, and Articles. [COMMUNICATE]
- Describe and demonstrate their understanding of the differences between Extensions: Modules, Plugins, Components, and Templates. [COMMUNICATE]
- Develop and create a Joomla! website. [ACT]
  
- Demonstrate ability to efficiently administer backend of Joomla! [COMMUNICATE]
- Demonstrate the ability to backup sites and restore from previous versions. [REASON]

### ***Assessment and Grading Policies:***

How do you earn your grade? Grading will be on a mix of the percentage of points available for discussion board (class participation), assignments, quizzes and tests, team participation. See the Grade Table below for the grade point equivalents.

What are the rules about late work? With the exception of the final project/assignment, projects/assignments are due at the start of class on the date indicated in the Class Schedule. Projects/assignments received late will be marked 50% off if the assignment is not submitted by the stated date on the calendar. After the second week, no late assignment will be accepted. The final project will not be accepted late. No assignments will be accepted after the last class meeting of the quarter.

No make-up tests or quizzes will be given unless prearranged. Prearranged is defined as: notifying the instructor of the inability to take the test or quiz before the scheduled time of the test or quiz. You must make up the missed test or quiz within an agreed upon amount of time, no more than one week.

V grades and I Grades: V - Students receive this as a final grade if an instructor initiates a class withdrawal, often in consultation with the student, but also if a student enrolls in a class, but never attends or stops attending class. This process begins before the end of the quarter. A faculty member is under no obligation to agree to grant an instructor-initiated withdrawal.

I - An incomplete is given at the discretion of the instructor and only when the student has done satisfactory work but could not, for some unavoidable reason, complete part of the course work or take the final examination. To receive an incomplete, the student **must develop a contract** with the instructor that sets deadlines and quality standards for the work that needs to be completed. Students must complete the work by the deadline set by the instructor. This deadline is not to exceed one year. If the contract is not satisfactorily completed by the deadline established by the instructor, the grade the student was earning at the time of the contract, will be assigned to the course.

#### **Grading Table:**

Grade Points:						Letter Grades:	
4.0	95	2.9	84	1.8	73	A	4.0 - 3.9
3.9	94	2.8	83	1.7	72	A-	3.8 - 3.5
3.8	93	2.7	82	1.6	71	B+	3.4 - 3.2
3.7	92	2.6	81	1.5	70	B	3.1 - 2.9
3.6	91	2.5	80	1.4	69	B-	2.8 - 2.5
3.5	90	2.4	79	1.4	68	C+	2.4 - 2.2
3.4	89	2.3	78	1.4	67	C	2.1 - 1.9
3.3	88	2.2	77	1.3	66	C-	1.8 - 1.5
3.2	87	2.1	76	1.2	65	D+	1.4 - 1.2
3.1	86	2.0	75	1.1	64	D	1.1 - 0.9
3.0	85	1.9	74	1.0	63	D-	0.8 - 0.7

#### **Course Policies:**

##### Academic Honesty:

I will not tolerate cheating. Grades on assignments, quizzes or tests will be adjusted as warranted. Students who are suspected to have cheated will have a private talk with me and/or the division director. During or after this discussion we may make a suitable adjustment, if circumstances seem to warrant it. The following list is a sample of items that I consider to be cheating, but is not a complete list:

- Any assignment OR test which is copied in whole or in part from another person.
- Plagiarism (please be sure that you know what this means).
- Using corrected exams to study for late test taking.
- Use of past test to study for test taking.

##### Attendance:

Because this is an online course, your "class participation" is your Discussion Board contributions. Generally there is a topic to be discussed each week of the course. The topics covered in this course can be difficult and require your attention and diligence. You should check in on the course at **least 3 times** a week, to be sure that you don't miss any important announcements or information. 10% of your grade is based upon your participation within this course. Blackboard does provide statistical views that allow instructors to see how many times you have been to the course, and exactly which areas and pages you have viewed.

#### **Americans with Disabilities Act (ADA)**

If you require an accommodation for a disability, please contact Services for Students with Disabilities at MLT 159, 425-640-1320, [ssdmail@edcc.edu](mailto:ssdmail@edcc.edu). As well, please let me know if there is anything that I can do to help you be successful in this course.