# Department Master Syllabus Camden County College Blackwood, New Jersey

**Course Title:** Practical Applications of Website Management

**Course Number**: CIS-192 **Department/Program Affiliation:** Computer Information Systems **Date of Review:** February. 2017

**Date of Last Revision**: February 2012

(This Department Master Syllabus has been examined by the program/department faculty members and it is decided a change requiring a revision is necessary at this time.)

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| **Credits:** | 3 |  |
| **Contact Hours:** | Lecture | 3 Lab 0 Other 0 |
| **Prerequisites:** | None |  |
| **Co-requisites:** | None |  |

**Course Description:** This course is designed for the student seeking knowledge of the business elements of the Internet. Today's business marketing efforts require an Internet presence; this course will introduce the importance of an email marketing list, search engine and social media strategies. Businesses, large and small, exist for a single reason: to make a profit. Every expense must be held accountable toward enhancing or detracting from that profit. The cost of creating and maintaining an Internet website must be justified under this criteria. This course will be, as the title implies, based on practical application. Based on real-life experiences, it will discuss practical solutions to both technical and business problems; areas rarely covered in a text.

**Course Student Learning Outcomes: (**Cognitive, Psychomotor, Affective Domains) Upon completion of this course, the student will be able to:

1. Understand basic Internet business and marketing concepts. As assessed by laboratory assignments and exam.
2. Identify those elements which make a successful business website, as well as those which detract from business success. As assessed by research paper.
3. Be able to successfully “market” a website, using available resources, such as search engines, social media strategies, blogs and other promotional devices. As assessed by laboratory assignments and exam.
4. Understand the need for function over form in a business website, and to be able to identify elements of both. As assessed by laboratory assignments and exam.
5. Understand transactional elements of the Internet, such as e-commerce, advertising, pay-per-click and other parts of developing business on the web. As assessed by laboratory assignments and exam.
6. Understand the importance of writing effective web content. As assessed by laboratory assignments

and exam.

1. Understand basic legal requirements on the Internet: copyright, trademarks, and unfair trade practices. As assessed by laboratory assignments and exam.

# General Education Student Learning Outcomes (if applicable):

N/A

# Course Outline:

1. Overview of the Internet as a business medium
2. Building an Internet presence
3. Online marketing strategies
4. Business advantages to Internet marketing
5. Responsibilities of the online business
6. SEO
7. Ad-words
8. The law and the Internet
9. Business site alternatives
10. B2B relationships
11. E-Commerce
12. Web Hosting and other income opportunities
13. Email, blog and social media marketing
14. Link exchanges
15. Building a Client Base

**Course Activities:** (A brief sentence or two about the format of the course, certain requirements, etc.) The classroom activities will include formal and informal lectures. Additionally, demonstrations of Internet tools and marketing techniques will be provided. Students are encouraged to contribute to the discussion and to ask questions about the material.

# Course Materials:

**Textbook(s): TBA Supplemental Materials: TBA**