



MKTG 2330 Website Design & Marketing Section Name Section Credit Hours Credits **Syllabus**

Course Information

Meeting times and location: section meeting_times section location

Catalog description: Focusing on planning, creating, and marketing a website, topics in this course include developing a plan, segmenting and targeting markets, establishing an online presence, increasing website traffic, and exploring ways to achieve a higher search engine ranking (SEO). May be preparation for an industry certification exam. The course does not require coding or coding knowledge; however, students need to have basic computer skills.

Prerequisites: MKTG-2215

Terms offered: Fall and Spring

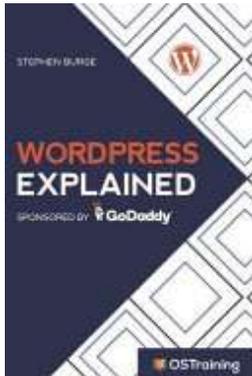
Section-specific Course Description:

Course Level Objectives

Upon successful completion of the course, students will be able to:

1. Create a measurable and goal-oriented marketing plan for a website.
2. Create an engaging website.
3. Explain different web design frameworks for improving conversion rates and apply these design frameworks to identify areas for website improvement.
4. Utilize analytics for decision making.
5. Explain how search engines work and make recommendations on a website can improve its organic search rankings.
6. Develop a toolset to assist in current and future website optimization and marketing efforts.

Required Texts and/or Materials



Wordpress Explained: Your Step-By-Step Guide to Wordpress

9781973239192

Stephen Burge

2017-11-07



Million Dollar Websites

9780988942028

Rebecca Murtagh

2013-02-01

Required Technology and Software

- Canvas
- Chrome, Safari, or Firefox

Course Requirements

Students will do the following activities:

Reading Assignments

Each week you will be required to read chapters from the textbook. It is important to start with the reading assignments as they give context for both the discussions and web design activity for the week. Reading assignments are not graded, but should be planned so that they are finished early in the week leaving you enough time to finish other assignments throughout the week.

Reading assignments are coupled with supplemental materials designed to deepen your understanding of the reading assignment. While they are optional, it is strongly encourage that you

take the time view/read them as they will help solidify complex concepts covered in the course.

Web Design Activities

In this course, you will be required to complete a class activity each week. Activities are rooted in web design principles that were either learned in the previous week or the current week. Most activities are involved implementing web design concepts on a live site, but completing a website planning worksheet is also one of the activities.

Discussions

Discussion will be an integral part of this course. In addition to reviewing weekly readings, videos, and articles you will also be required to participate in discussions. Discussion topics will vary, but will always be relevant to weekly course readings and assignments. You must review the tasks and respond with original thoughts. You will not be able to edit your copy once it has been posted so please take time to review and proofread before you officially post.

Midterm

In this course, you will be required to complete a midterm exam. Midterm will test your knowledge on learned concepts from both reading resources used in the course.

Google Analytics Certification

San Juan College strives to equip students with not only the necessary skills to thrive in the workplace, but also with industry certifications earned with certain degree/certificate programs to help them stand out from the competition. By now, you should have already started an ePortfolio with a few additions from other courses.

In this course, as the final exam you will be required to complete and pass the free Google Analytics Certification. This certification will be added to your ePortfolio, and help you outside of San Juan with employment. It is strongly suggested that you get started with the optional Study Google Analytics training materials during Week 3 of the course.

Other Classroom Policies and Expectations

You are rising professionals with valuable contributions to share with this class. This is a space to explore, grow, and challenge ideas and understandings. To facilitate this, please: "show up" and be prepared; evaluate ideas and multiple perspectives (including your own) critically; be respectful toward and considerate of each other (even in moments of disagreement); be responsible scholars (please

review and abide by the college academic honesty policy); and actively participate in the learning process.

Grading

Some assignments are graded automatically and will post in Canvas immediately after the deadline has ended. Other assignments, such as discussions, and activities are manually graded and can take up to a week after the due date for grades to post in the gradebook on Canvas.

Final grades are calculated based on course activities and assessments and vary by instructor. Please consult individual course syllabi for details.

Letter grades are based on the following percentages:

90-100% = A

80-89.99% = B

70-79.99% = C

60-69.99% = D

< 60% = F

Course Time Commitment

The standard time you should expect to spend for a 16 week online course is at least 9-12 hours per week. Since this is an accelerated 8-week course, you should expect to spend at least 18 hours per week on it in order to do well.

Canvas Participation and Expectations

Please refer to the "Participation and Attendance Policy"

Participation and Attendance Policy

Consistent participation is linked to academic success; therefore, it is in your best interest to participate regularly throughout the semester and stay in communication with your instructor.

As this is an accelerated class, to be successful will also require self-discipline and strong time-management skills. To do well:

- sign-in and work in Canvas regularly
- submit all assignments by the deadline
- participate fully in all class discussions
- apply what you learn to the discussion, activities, & dropbox assignments
- follow guidelines and advice for completing assignments
- revise, edit and proof your work thoroughly

It is likely that you will need to login and participate on Canvas on a daily basis during the week. At a minimum, you are expected to regularly login and regularly participate multiple times and days each week, along with meeting assignment deadlines as instructed. Plan on spending up to 18 hours or more per week on this accelerated class.

Please refer to #6 under “College Policies” below for the college’s online participation policy. Note that just logging into an online class does not count as attendance. You must be submitting assignments.

Late Work Policy

Again, keep in mind that this is an accelerated course, which means it is very fast-paced with assignments and tasks due in Canvas multiple days every week. If you get behind, it will be nearly impossible, if not impossible, to catch-up. You are always able and encouraged to complete and submit assignments before the deadline date. This is especially true in this class as late assignments are rarely accepted. If you have a legitimate reason to miss a due date (medical/personal emergency, cultural ceremony, death in the family, etc.) please contact me **before** the due date so we can work out a solution.

Instructor Response Times & Regular Interaction Expectations

We will communicate in this class in a number of ways: online discussions (public), class announcements (public), small group online discussions/peer reviews (semi-private), assignment submission comments (private) and Canvas Inbox messages (private).

You are also welcome to talk with me by Zoom, chat, or phone during student hours or by appointment (private). Below is a link to my Zoom room. While having a camera is not required, your device does require built-in microphone capabilities. If unsure if your device meets the requirements, please reach out to IT for assistance.

Zoom Student Hours Link:

Please only email me through Canvas Inbox as it allows me to easily track our communication and quickly respond to you. I am online a lot and usually respond quickly to messages, especially during office hours. In all cases though, you can expect a response from me within 24 hours during the week and 24-48 hours on the weekends. If you do not get a response in that time frame, please feel free to message me again or call me.

Unless you contact me, I have no way of knowing if you have a question or would benefit from my help. Please take the initiative to reach out and visit me during student hours or message me through Canvas. I am happy to help.

Key Dates to Remember

[Full Academic Calendar](#)

Course Schedule

See the schedule posted in the Orientation module in Canvas. You are encouraged to print out a copy and use it as a checklist as it covers the entire 8 weeks.

The schedule includes all of the primary assignment due dates. Occasionally a change in the schedule is necessary to meet the needs of the class. If this should happen, I will make an announcement in Canvas.

Note that due dates in this class are by 11:59 pm every Tuesday, Thursday, and Sunday. These are deadline dates. You are always welcome and encouraged to submit assignments early.

Technical Support

Technical support is available through the San Juan College Help Desk 24/7/365. The help desk can be reached at 505-566-3266 or by creating a ticket at [San Juan College Help Desk](#).

For password reset and Canvas support, visit the [Student Technology Guide](#) website.

Accessibility/Privacy Policies for all Technology Tools Used

[Accessibility/Privacy Policies for all Technology Tools Used](#)

Student Support

At San Juan College, we are committed to supporting your academic success and overall well-being. We recognize that college life can be challenging and stressful, impacting both learning and personal health. We are here to help you succeed.

Academic Support and Resources

We provide a range of academic support services to help you stay on track on your educational journey. Free resources include tutoring, computer loans, life skills workshops, and so much more. Visit the [Academic Support and Resources](#) webpage to learn more about support and resources available through Academic Advising, the Tutoring Center, the Student Resource Center (formerly Student Achievement Center) and the Testing Center.

Student Support and Resources

If you or someone you know could benefit from counseling, accessibility services, career exploration, veteran transitional assistance, or any of our other support services, visit the [Student Support and Resources](#) webpage where you'll find detailed information about various resources available to you as an SJC student.

We encourage you to take advantage of these free resources to enhance your college experience and ensure your success.

College Policies and Resources for Current Students

The [Student Handbook](#) provides information on student support, student organizations, and student conduct policies at San Juan College.

The San Juan College catalog outlines the [Academic Policies](#) students need to know.

Healthy and Safe Practices for Being on Campus

We want a healthy and safe campus for students, faculty, staff, and guests.

Contagious diseases and your responsibility:

If you have COVID-19 symptoms, fever, flu or even the common cold, you should stay home. Do not come to campus if you are feeling sick. Contact your instructor about missing class (and review your

instructor's policies on missed or late work). Being sick does not necessarily excuse you from completing your work on time.

Safety on campus and your responsibility:

If you are on campus and experience or witness an emergency, call 9-1-1 first and then the Department of Public Safety at 505-566-3333 (or just 3333 if calling from a campus phone).

When you are on campus, be aware of your surroundings. If you need an escort to your vehicle, call 505-566-4444 (DPS non-emergency line) or 505-215-3091 (officer on duty line).

The College will send information for campus emergencies through SJC AlertAware, email and the webpage. Stay informed and stay safe.

Inclement Weather Information

Students will receive notification of class delays and cancellations due to inclement weather via the SJC AlertAware and SJC student email. Face-to-face classes will not meet in person; however, students are advised to check with instructors about alternative meeting options, as some may choose to meet via zoom. Hybrid classes will meet as scheduled via zoom. For questions regarding your class delay or cancelation, please contact your instructor.

Online Course Fee

Online Courses - San Juan College requires all online courses to include some form of assessment to demonstrate the mastery of course objectives. This could include exams, capstone projects, e-portfolios, presentations, final papers or other appropriate assessments. The use of a proctoring platform, plagiarism detection software or other method to ensure that assessments are completed by the enrolled student is required.

A course fee of \$5.00 is assessed for all online courses at San Juan College to cover the cost of the above services. Students who are required to take a proctored exam and choose to use a physical testing center outside the SJC Testing Center or SJC Disability Services will be responsible for the cost of using that center.