Western Technical College

10104169 Internet Marketing

Course Outcome Summary

Course Information

Description
Explore how businesses use web sites, blogs, mobile apps, and search engine optimization (SEO) to market their business. You will learn basic web design fundamentals, how to use web content management systems, web-based tool connectivity, and use analytics to measure success.

Career Cluster
Marketing

Instructional Level
Associate Degree Courses

Total Credits
2

Textbooks


Course Competencies

1. Utilize a web content management system to build and/or maintain a professional website

Assessment Strategies
1.1. Report

Learning Objectives
1.a. Review the tools available in the web content management system.
1.b. Choose the appropriate tools to support web site functionality needed to meet web site goals.
1.c. Implement the chosen tools on existing web site.

2. Apply information provided by analytics reports to existing web site.

Learning Objectives
2.a. Review the analytics measurements.
2.b. Choose the appropriate analytical measurements for web site goals.
2.c. Implement changes to existing web site based on the analytical data obtained.

3. Explore A/B testing.

Learning Objectives
3.a. Discuss the role of A/B testing in web development.
3.b. Choose a performance indicator with two feasible options for improvement.
3.c. Complete an A/B test.

4. Determine the variations of web design based on device, platform and browser
Learning Objectives
4.a. Review web sites on different common browsers and platforms.
4.b. Implement necessary changes based on browser and platform research.
4.c. Review web sites on different devices.
4.d. Implement necessary changes based on browser and platform research.

5. **Change landing page for each keyword.**

Learning Objectives
5.a. Determine keywords for web site.
5.b. Choose the landing page for each keyword.
5.c. Amend the landing pages to support the keyword.