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
Total Hours	36

Pre/Corequisites

Pre/Corequisite	10104175	Digital Design Components
Pre/Corequisite	10104168	Content and Copy Writing

Textbooks

No textbook required.

Success Abilities

1.   Live Responsibly: Foster Accountability

2.   Refine Professionalism: Act Ethically

3.   Refine Professionalism: Improve Critical Thinking

4.   Refine Professionalism: Participate Collaboratively

5.   Refine Professionalism: Practice Effective Communication

Program Outcomes

1.   Integrate tools and technology for digital marketing initiatives

Course Competencies

1.   Build a website using Wordpress through approved host.

Assessment Strategies

1.1.   Website

Criteria

You will know you are successful when

1.1.   you choose and activate a theme for your website.
1.2.   you match the web site to the schematic structure.

Learning Objectives

1.a.   Choose a theme for your website.
1.b.   Choose the appropriate tools to support web site functionality needed to meet web site goals.

2.   Install analytics to website.

Assessment Strategies

2.1.   Website

Criteria

You will know you are successful when

2.1.   you identify the main metrics used to track performance based on website goals.
2.2.   you verify communication between website and the analytics.

Learning Objectives

2.a.   Choose and install analytics plugin.
2.b.   Review the analytics measurements.
2.c.   Choose the appropriate analytical measurements for web site goals.

3.   Change landing page for each keyword.

Assessment Strategies

3.1.   Website

Criteria

You will know you are successful when

3.1.   you research key words for your website.
3.2.   you develop (or modify) content on landing page for the key word.
3.3.   you determine the metrics used to track success.

Learning Objectives

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

4.   Explore A/B testing.

Assessment Strategies

4.1.   Website

Criteria

You will know you are successful when

4.1.   you determine an element to test.
4.2.   you develop the variations on the element.
4.3.   you create the A/B versions of page.

Learning Objectives

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

5.   Determine the variations of web design based on device, platform and browser.

Assessment Strategies

5.1.   Website
5.2.   Report

Criteria

You will know you are successful when

5.1.   you test your website in at least 4 browsers.
5.2.   you test your website in at least 3 operating systems.
5.3.   you test your website on at least 3 different devices.
5.4.   you test your website in at least 4 different screen sizes/resolutions.
5.5.   you identify adjustments needed to website based the compatibility with browser, OS, devices, and resolution.

Learning Objectives

5.a.   Review web sites on different common browsers and platforms.
5.b.   Implement necessary changes based on browser and platform research.
5.c.   Review web sites on different devices.
5.d.   Implement necessary changes based on browser and platform research.

6.   Maintain a website using Wordpress through approved host.

Assessment Strategies

6.1.   Report
6.2.   Web Site

Criteria

You will know you are successful when

6.1.   you choose and activate a theme for your website.
6.2.   you match the web site to the schematic structure.
6.3.   you activate all listed plug-ins.
6.4.   you verify plugins function properly.
6.5.   you adjust plugin or choose an alternative.

Learning Objectives

6.a.   Implement the chosen tools on existing web site.
6.b.   Review the functionality of the website.
6.c.   Determine if changes need to be made.
6.d.   Apply changes if needed.