

Western Technical College

## 10104207 Marketing - Website Resources

### Course Outcome Summary

#### Course Information

<b>Description</b>	Students will explore tools for building and maintaining a website including templates, 3rd party platforms and domains.
<b>Career Cluster</b>	Business Management and Administration
<b>Instructional Level</b>	Technical Diploma Courses
<b>Total Credits</b>	1
<b>Total Hours</b>	18

#### Textbooks

No textbook required.

#### Course Competencies

##### 1. Explore website hosting services and the domain name system.

###### Assessment Strategies

1.1. Project

###### Criteria

*You will know you are successful when*

- 1.1. you look at four different website hosting services.
- 1.2. you list five services a website hosting service can provide.
- 1.3. you indicate which website hosting service would best fit your proposed business concept.
- 1.4. you pick a domain name.
- 1.5. you determine if domain is available.
- 1.6. you include the annual costs involved with website hosting services and domain name usage.

###### Learning Objectives

- 1.a. Explore how to choose a domain name.
- 1.b. Determine domain name's availability.
- 1.c. Compare different web hosting services.
- 1.d. Choose web hosting service based on functionality for your proposed business concept.

##### 2. Explore content management systems (CMS) available to build a website.

###### Assessment Strategies

2.1. Project

###### Criteria

*You will know you are successful when:*

- 2.1. you define what a content management system (CMS) is.
- 2.2. you explore two content management systems (CMS) that would be appropriate for your proposed business concept's needs.
- 2.3. you choose one content management system and practice using it for your proposed business concept.
- 2.4. you summarize what you learned after using features from one content management system.

**Learning Objectives**

- 2.a. Compare website content management systems.
- 2.b. Examine layouts/themes, functionality, and if available.
- 2.c. List pros and cons of three content management systems.

**3. Determine the appropriate type of website for your proposed business concept.**

**Assessment Strategies**

- 3.1. Project

**Criteria**

*You will know you are successful when*

- 3.1. you list three types of potential website and explain benefits and challenges of each.
- 3.2. you identify the purpose of your website.
- 3.3. you include research/justification to support the purpose of your website.
- 3.4. you provide a minimum of four functions for the website for your proposed concept, i.e., to take reservations.

**Learning Objectives**

- 3.a. List three purposes for website.
- 3.b. Summarize the purpose(s) of the website for your proposed business concept.