

**Syllabus: MLIS 7998 / PADM 7190**  
**Web Programming: Content Management and Strategy**

Valdosta State University  
Summer 2012: June 6 – July 24, 2012  
Three Credit Hours

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**Course Description**

An examination of website content management systems and content creation strategies used by governments, educational institutions, nonprofits and other organizations.

**Required Textbooks**

Jones, Colleen. 2010. *Clout: The Art and Science of Influential Web Content*. 1st Ed. Berkeley: New Riders Press

ISBN-10: 0321733010 | ISBN-13: 978-0321733016

Sabin-Wilson, Lisa. 2011. *WordPress for Dummies*. 4th Ed. Hoboken: John Wiley and Sons, Inc.

ISBN 10: 1118073428 | ISBN13: 978-1118073421

**Americans with Disabilities Act**

Valdosta State University complies fully with the requirements of the Americans with Disabilities Act (ADA). If you believe that you are covered under this act, and if you have need for special arrangements to allow you to meet the requirements of this course, please contact the personnel at the VSU Access Office for Students with Disabilities. Also, please discuss this with the instructor (via e-mail) at the time of the first class. You may contact the office at [www.valdosta.edu/access/](http://www.valdosta.edu/access/) or at 229-245-2498 (voice) or 229-219-1348 (tty).

## **Detailed Course Description**

The purpose of this course is to familiarize students with website content creation strategies and content management systems, and their use by various types of organizations. This is not a computer science or programming class, but rather is intended for leaders who will be tasked with making information management and technology decisions for their organizations. The course will also provide instruction on how to evaluate the content management system needs of organizations. Major assignments for this course will require students to evaluate website content and develop websites using an open source content management system.

## **Course Outcomes**

Students will:

- Understand and apply website content creation strategies
- Be familiar with methods and metrics used for evaluating the effectiveness of websites
- Analyze website content and identify content gaps
- Develop a website using an open source content management system
- Create content publication plans and maintenance schedules
- Demonstrate understanding of content management systems options and capabilities
- Evaluate the content management system needs of organizations

## **General Policies**

**Incomplete Policy:** Students must file a request to be considered for an Incomplete Grade. See the Detailed Policy and Process on the VSU site at: <http://www.valdosta.edu/academic/RequestforIncomplete.shtml>. An incomplete grade (grade I) will only be assigned in cases in which the student had a lengthy illness or an unexpected obligation such as extended military service or jury duty. The grade of I will not be assigned because the student is not satisfied with a low grade. It will only be assigned in cases in which the student could not complete a substantial part of the course work due to factors beyond the student's control.

## **Academic Honesty and/or Misconduct**

Plagiarism is prohibited, and may result in a failing grade for the assignment or for the course, and in extreme cases suspension or dismissal from the program. All assignments must be the original work of the student. If any items are submitted that are not the original work of the student, a failing grade for the

assignment and the course will be given. Be sure to access and read all of the information linked from our class site and from these pages:

Academic Honesty at VSU:

<http://www.valdosta.edu/academic/AcademicHonestyatVSU.shtml>

The importance of Academic Honesty in a University Community:

<http://www.valdosta.edu/academic/TheImportanceofAcademicHonestyinaUniversityCommunity.shtml>

Academic Honesty Policies and Procedures at VSU:

<http://www.valdosta.edu/academic/AcademicHonestyPoliciesandProcedures.shtml>

Note: The links above are provided on the class web site to make it easier for students to review the important information on Academic Honesty.

### **Safe Assign**

By taking this course, you agree that all required course work may be subject to submission for textual similarity review to SafeAssign, a tool within BlazeVIEW. For more information on the use of SafeAssign at VSU see SafeAssign for Students:

<http://www.valdosta.edu/academic/SafeAssignforStudents.shtml>

### **Course Requirements**

#### Website Analysis Project

Using material covered in class, students will select a website and evaluate the content and the methods it uses to deliver content. The project will describe the mission and goals of the organization, the types of information currently being published and the audiences the organization is seeking to reach. It will recommend strategies for improving content and will include requirements for content management systems that address organizational size, amount of content to be published, skill level of users, support, affordability, scalability and security criteria.

#### Website Development Project / Website Manual and Style Guide

Using an open source content management system, each student will develop a website. Development of the website will be ongoing throughout the course, with final versions submitted to the instructor at the end of the term. Students will also

create a manual that includes content creation and classification guidance, publication schedules and maintenance procedures.

### Discussion Threads

Students will respond to discussion questions related to the weekly readings or complete assignments designed for discussion threads. Responses will be considered for grading purposes only if they are posted within the specified time period. Further details of class discussions will be given in BlazeVIEW.

### **Evaluation/Grading Policies**

Website Analysis Project: 40 percent  
Website Development Project: 20 percent  
Manual and Style Guide: 10 percent  
Discussion Threads: 30 percent

### **Course Grades**

Students can earn a maximum of 100 points in this course as indicated above. Course grades will be awarded as follows:

A – 90-100  
B – 80-89  
C – 70-79  
D – 60-69  
F – Fewer than 60 points

### **Course Communications**

All correspondence about the course should be sent within the course email system in BlazeVIEW. If BlazeVIEW is inaccessible, students may contact the instructor via the institutional email address and phone number provided. All assignments must be submitted using the BlazeVIEW assignment tool and must be named following conventions provided by the instructor.