

NorthWest Arkansas Community College
Business & Computer Information Systems Division
Computer Information Department Course Outline

CISM 2213 ADVANCED WEB PAGE DESIGN (On Demand)

Catalog Description

An exploration of more advanced Web Page Design. Students will learn how to use Web design tools and other web design software to create state-of-the-art web pages. (Outside lab time will be required.)

Prerequisites

CISM 2123, or Instructor Consent

Credit Hours/Contact Hours/Load Hours

3/3/3

Target Audience

The target audience includes but is not necessarily limited to the following:

- Students who are beginning a career in web technologies, or
- Students pursuing a career in another CIS field who wish to enhance their skill set with knowledge of an HTML editor, or
- Community members who wish to learn web design as a hobby, or
- Business professionals who seek web design skills for use on the Internet or an Intranet.

Student Learning Outcomes

Students completing this course will:

- Configure Dreamweaver, Word Press, or other Content Management Systems
- Manage the organization and updating of multiple websites
- Incorporate the use of Social Media Marketing and Google Ad Words
- Optimize Search engines
- Access and interpret Google Analytics
- Incorporate the use of a shopping card, blogs, wikis, etc.
- Obtain a security certificate for your website.

Topics

- Creating and editing websites with current HTML editors or web-based tools
- Social Media Marketing
- Google Ad Words
- Search Engine Optimization
- Google analytics
- Content Management Systems
- Shopping Carts
- Pay Pal and other currency options
- Security Certificates

Forms of Assessment

Assignments, quizzes, exams. A comprehensive final project will be required, which accounts for 20-30% of the final grade

Rev. 7/2019