Washtenaw Community College Comprehensive Report

WEB 133 Digital Strategy
Effective Term: Fall 2019

Course Cover
Division: Business and Computer Technologies
Department: Digital Media Arts
Discipline: Web Design and Development
Course Number: 133
Org Number: 14500
Full Course Title: Digital Strategy
Transcript Title: Digital Strategy
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission:
Change Information:
  Other:
Rationale: This course is part of an advanced certificate that is being changed to a certificate and the course is being adjusted accordingly.
Proposed Start Semester: Fall 2019
Course Description: In this course, students will learn about the technologies and techniques used to increase Web site traffic and reach, as well as how to track user activity and evaluate the impact of Web site changes via analytics. Search engine optimization, content strategy, social media, and conversion rate optimization are all considered. Previous experience with HTML is recommended. This course was previously WEB 233.

Course Credit Hours
Variable hours: No
Credits: 4
Lecture Hours: Instructor: 60 **Student:** 60
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 60 **Student:** 60
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math
No Level Required

Requisites

General Education
General Education Area 7 - Computer and Information Literacy

Assoc in Arts - Comp Lit
Assoc in Applied Sci - Comp Lit
Assoc in Science - Comp Lit

Request Course Transfer
Proposed For:

Student Learning Outcomes

1. Conduct a Search Engine Optimization analysis of an existing website, preparing a written report of the findings and recommendations.
   Assessment 1
   Assessment Tool: Written Report
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: Minimum of two sections
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 80% or higher
   Who will score and analyze the data: WEB faculty

2. Prepare a written analysis of a website analytics dataset, highlighting areas for improvement and further testing.
   Assessment 1
   Assessment Tool: Written analysis
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: Minimum of two sections
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 80% or higher
   Who will score and analyze the data: WEB faculty

3. Prepare a Web Marketing Plan for an existing website, targeting social media, search engine marketing, and other marketing channels.
   Assessment 1
   Assessment Tool: Web marketing plan
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: Minimum of two sections
   Number students to be assessed: All
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: 75% of students will score 80% or higher
   Who will score and analyze the data: WEB faculty

Course Objectives
1. Identify and discuss the terminology and concepts involved in attracting visitors to websites and supporting user discovery of a website.
2. Identify and discuss the software involved in attracting visitors to websites and supporting user discovery of a website.
3. Identify and discuss the practices and strategies involved in attracting visitors to websites and supporting user discovery of a website.
4. Identify and discuss the terminology and concepts of Web analytics.Identify and discuss the software involved in Web analytics.
5. Identify and discuss the practices and strategies involved in Web Analytics.

6. Evaluate a data set using an analytics tool.
7. Create an SEO analysis for a website, documenting the findings in a written report.
8. Create a web marketing plan for a website, documenting the findings in a written report.
9. Create an analytics report for a website, documenting the findings in a written report.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

Reviewer	Action	Date
Faculty Preparer:		
Jason Withrow	*Faculty Preparer*	*Sep 25, 2018*
Department Chair/Area Director:		
Ingrid Ankerson	*Recommend Approval*	*Sep 26, 2018*
Dean:		
Eva Samulski	*Recommend Approval*	*Oct 03, 2018*
Curriculum Committee Chair:		
Lisa Veasey	*Recommend Approval*	*Nov 26, 2018*
Assessment Committee Chair:		
Shawn Deron	*Recommend Approval*	*Nov 28, 2018*
Vice President for Instruction:		
Kimberly Hurns	*Approve*	*Dec 04, 2018*