

**Austin Peay State University**  
**Department of Communication and Theatre**  
**COMM 5730.83**

**Web Content Maintenance & Management (3) Syllabus**

*TU, 5:00 to 8:00 PM - MMC 235*

*Fall 2008 Semester / Dr. Frank E. Parcels, Instructor*

*Ms. Stephanie Elder, Graduate Teaching Assistant*

**Course Description**

This course explores all aspects of managing Internet content focusing on the maintenance and management of a commercial Web site. Students learn all types of Web writing, review the use of software for Web design, image design and editing, study website promotion, and the overall management of website content.

**Course Objectives**

- Students explore the creation as well as the maintenance and management of commercial Web sites.
- Students focus on a review of the fundamentals of Web design.
- Students learn the responsibilities and duties of Web design professionals.
- Students study writing Web copy and Internet content for Web pages/ HTML documents.
- Students explore Web site promotion, including metatags, search engine submission, use of discussion groups/mail lists, advertising, marketing communication, and public relations.
- Students learn the basic operation of various Web, email, and FTP servers (Apache, Windows Enterprise and Exchange, WebSTAR, and EIMS).
- Students develop a commercial website, set it up on a server, promote it, and manage and maintain its content throughout the semester.

**Course Textbooks**

Hackos, J. (2002). *Content management for dynamic Web delivery*. Boston: Wiley. ISBN #0-471-08586-3

Jeney, C. (2006). *Writing for the Web: a practical guide*. Upper Saddle River, NJ: Pearson Prentice-Hall. ISBN #0-13-119236-1

**Course Required Software**

Students must use only Microsoft Word software for all written assignments requiring word processing documents in this course. Submitting work by email as an attachment in any other word processing format than Microsoft Word will result in the instructor not grading the assignment and the student receiving a score of zero. Students will also have access to Adobe Dreamweaver and Fireworks v. CS3, and Adobe Photoshop v. CS3 in the laboratory portion of this course.

**Course Instructor**

Name: Frank E. Parcels, Ph. D., Professor of Mass Communication  
 Office Location: Music and Mass Communication 327 - A  
 Mailing Address: APSU, Dept. of Communication and Theatre, P. O. Box 4446, Clarksville, TN 37044  
 Telephone: (931) 221-6308  
 Fax: (931) 221-6307  
 Email Address: [ParcellsF@APSU.edu](mailto:ParcellsF@APSU.edu)  
 Web Site URL: <http://www.DrParcells.org/>  
 Fall 2008 Office Hours: W, 10:30 AM to 12:30 PM, and 1:30 to 4:30 PM; and, TH, 1:00 to 4:30 PM

### **Course Graduate Teaching Assistant**

Name: Ms. Stephanie Elder  
 Office Location: Music and Mass Communication 327 - A  
 Mailing Address: APSU, Dept. of Communication and Theatre, P. O. Box 4446, Clarksville, TN 37044  
 Telephone: (931) 221-6308  
 Fax: (931) 221-6307  
 Email Address: [SElder14@APSU.edu](mailto:SElder14@APSU.edu)  
 Web Site URL: <http://www.StephanieElder.com/>  
 Fall 2008 Office Hours: Monday through Friday, 1:00 until 5:00 PM

### **Course Ingredients**

<b><u>Assignment</u></b>	<b><u>Item</u></b>	<b><u>Description</u></b>	<b><u>Points</u></b>
<b>Assignment #1</b>	<b>Developing Web Pages for Dreamweaver</b>	Each student develops five HTML documents / Web Pages for an organization using Dreamweaver.	150
<b>Assignment #2</b>	<b>Developing, Maintaining, and Managing an Organizational Website</b>	This is the <i>major</i> assignment for this class for graduate and undergraduate students. Work includes individual roles and tasks, but the responsibility for the successful completion of this assignment rests with the entire class as a Web design team. Students develop an commercial website, manage and maintain the site, and promote it. Assignment contains design, written, and oral report components.	500
<b>Assignment #3</b>	<b>Photo &amp; Image Finishing &amp; Compressing for Web</b>	Each student produces and finishes both a digital photograph using Adobe Photoshop CS 3 and an image using either Adobe Photoshop CS 3 and/or Adobe Fireworks CS3.	150

<b>Assignment #4</b>	<b>Web Copy Writing</b>	Each student prepares Web copy for an instructor - assigned online Web site.	150
<b>Assignment #5</b>	<b>e-Zine Writing</b>	Each student prepares e-zine copy for an instructor- assigned online e-zine.	150
<b>Assignment #6</b>	<b>Web Content Plan</b>	Each student develops a Web Content plan for an instructor- assigned Web site and client organization.	150
<b>Assignment #7</b>	<b>Team Assignments for Web Content Management</b>	Students work as an entire class group (team) to prepare appropriate final assignments for class Web content management.	150
<b>Assignment #8</b>	<b>Team Web Site Promotion Plan with Metatags</b>	Students as a group develop a Web site promotion plan with appropriate metatags for an the class Web site project.	150
<b>Assignment #9</b>	<b>Professional Web Designer Interview &amp; Report</b>	Each student is required to identify, have approved, and then interview a professional Web designer. Reports are posted online in the class BulletinBoard.	300
<b>TOTAL</b>			1850

### *Course Examinations*

<b><u>Examination</u></b>	<b><u>Unit</u></b>	<b><u>Description</u></b>	<b><u>Points</u></b>
<b>Examination I</b>	<b>Unit I</b>	60 item, "objective" test covering readings and lectures from the and containing true-false, multiple choice, and matching items for a total of 200 points.	200
<b>Examination II</b>	<b>Unit II</b>	60 item, "objective" test covering readings and lectures from the and containing true-false, multiple choice, and matching items for a total of 200 points.	200
<b>Examination III</b>	<b>Unit III</b>	60 item, "objective" test covering readings and lectures from the and containing true-false, multiple choice, and matching items for a total of 200 points.	200

<b>Final Examination</b>	<b>Comprehensive</b>	25-items are selected randomly from each of the three examinations and combined into a 75-item comprehensive final examination. Items are taken verbatim from the previous three unit examinations.	600
<b>TOTAL</b>			<b>1200</b>

### ***Course Participation***

<u>Item</u>	<u>Description</u>	<u>Points</u>
<b>Participation</b>	Students involvement in this course through contributing to their own learning and the learning of others in the laboratory setting as well as throughout work days, group work, and outside assignments. Self, peer, GTA, and instructor assessment is employed.	600
<b>TOTAL</b>		<b>600</b>

### ***Course Evaluation***

instructor, self, and peer assessment where appropriate for assignment, project , and participation evaluation. This course uses a standard grading scale, and at no time is any type of "curve" employed in grading.

<u>Grade</u>	<u>Grade Defined</u>	<u>Point Range</u>	<u>Percentage Range</u>
A	Superior	3285 to 3650	90 to 100%
B	Very Good	2920 to 3284	80 to 89%
C	Good	2555 to 2919	70 to 79%
D	Poor (unacceptale)	2190 to 2554	60 to 69%
F	Failing (unacceptable)	0 to 2189	0 to 59%

### ***Instructor Expectations***

Student participation in groups, class lectures, labs, and projects is expected and an evaluated part of this course. Students who create a disruptive or hostile atmosphere in the class can be asked to leave or even removed from the course by the instructor per APSU Policy.

### ***Course Syllabus Changes***

Your instructor reserves the right to change this syllabus by eliminating , adding, revising, or otherwise modifying assignments, due dates, or course structure. However, students will be provided in class and by email notification of and syllabus changes.

### ***Students with Disabilities***

Any student who has a disability or special needs that may affect his or her academic performance in this course is encouraged to make an appointment with me to discuss this matter, or you may contact Disability Services: telephone (931) 221-6230 or for tty call (931) 221-6278. It is, however, the student's responsibility to initiate contact with the instructor or Disability Services to receive assistance accommodations in this course.

### ***Minor Students on Campus***

This is a reminder to students enrolled in APSU classes that "according to APSU policy #3:032, minors (defined as those under the age of 18) are not allowed in classrooms. While we recognize that extenuating circumstances occur and make it difficult for some students to attend without bringing children with them on occasion, the [University] must enforce the rules and thus any request for a child in an APSU classroom must be denied. You should also be aware that minors are not allowed in academic labs, computer labs, science labs, or the library. Further, children cannot be left in halls outside classrooms. Please be aware that the policy on unattended minors is for the purpose of ensuring that our classrooms are conducive to learning and for the safety and protection of minors. For additional information on minors on campus, contact the Office of Student Affairs in the Morgan University Center."

### ***Course Syllabus Download***

Students can opt to download a printable copy of this syllabus using either of the following links depending upon the type of document they wish to download.

- Click [here](#) to download a copy of this syllabus as an Adobe Acrobat (.pdf) file for printing.
- Click [here](#) to download a copy of this syllabus as a Microsoft Word (.doc) document.

