

Washtenaw Community College Comprehensive Report

WEB 133 Digital Strategy Effective Term: Fall 2023

Course Cover

College: Business and Computer Technologies

Division: Business and Computer Technologies

Department: Digital Media Arts (new)

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: Inactivation

Change Information:

Other:

Rationale: The Digital Strategist certificate is being discontinued and this course lives in that certificate. Without being part of a certificate, this course is unlikely to attract sufficient enrollment.

Proposed Start Semester: Fall 2023

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

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Jason Withrow</i>	<i>Faculty Preparer</i>	<i>May 11, 2022</i>
Department Chair/Area Director: <i>Jason Withrow</i>	<i>Recommend Approval</i>	<i>May 11, 2022</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>May 11, 2022</i>
Curriculum Committee Chair: <i>Randy Van Wagnen</i>	<i>Reviewed</i>	<i>May 23, 2022</i>
Assessment Committee Chair:		
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Jun 01, 2022</i>

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

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