



WEB-214      Social Media      3 (2-3)      Spring

Prerequisites: None

Corequisites: None

This course introduces students to social media for organizations. Topics include social media, marketing strategy, brand presence, blogging, social media analytics and technical writing. Upon completion, students should be able to utilize popular social media platforms as part of a marketing strategy, and work with social media analytics tools.(2022 FA)

WEB-225      Content Management Sys      3 (2-3)      Spring

Prerequisites: None

Corequisites: None

This course introduces students to Content Management Systems (CMS) designed for the publication of Web content to Web sites. Topics include individual user accounts, administration menus, RSS-feeds, customizable layout, flexible account privileges, logging, blogging systems, creating online forums, and modules. Upon completion, students should be able to register and maintain individual user accounts and create a business website and/or an interactive community website. (2023 SP)