Western Continuing Studies

Web Engagement Strategy
MRKT6282

Course Outline

Description:
Having an effective web presence requires planning and thought, not only about the technology you are using, but also who you are trying to reach and what is the best way to communicate to them. This course provides you with an introduction to the major strategies for focusing on the core of your web identity - your content - and how to make sure your message works with your technology to support a meaningful online experience.

Course Goals:
At the completion of this course, the student will be able to apply their new knowledge to incorporate web strategies into their current or upcoming web projects.

Course Objectives: At the completion of this course, the student will be able to:

- Identify your users & their needs
- Make content relevant for the web
- State the importance of usability in your web strategy.
- Create and update your content & website strategically

Texts:
As this is a web based course about the web, there are no 'required' texts. Instead, most of the readings will come from online sources and will be available in the information for each week's lessons

Evaluation:

- Overall Participation: 20%
- Assignment #1: 20%
- Assignment #2: 20%
- Assignment #3: 20%
- Assignment #4: 20%

Notes on assignments (papers and reports):

- Must be academic in style and content
- Must have a clear focus
- Must present ideas in a logical and well-thought-out flow
- Must cite any references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten

This course outline is a sample only and is subject to change.

Grading:
A+ 90-100 One could scarcely expect better from a student at this level A 80-89 Superior work which is clearly above average
B 70-79 Good work, meeting all requirements, and eminently satisfactory C 60-69 Competent work, meeting requirements
D 50-59 Fair work, minimally acceptable
F below 50 Fail

Online Participation Grading Chart:
The following chart will act as a guide for assessing student participation in this course.

Grade	Criteria
9-10	The student participates frequently, providing relevant responses more than 35 times spread evenly over the length of the course. Replies to discussion questions, instructor comments as well as the responses of other students in a positive and critical manner. The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit). Responses are of a high quality; an obvious effort has been made to research the answer. Responses offer new perspectives on course material and spark discussion amongst the class.
7-8	The student participates consistently, providing relevant responses 30-35 times over the length of the course. The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit). The student offers new ideas and responds to the contributions of others.
6	The student provides some relevant contributions, 15-20 times over the length of the course. The student responds before the end of the unit. The student occasionally offers new ideas and responds to others.

5	The student's contributions are inconsistent in both quality and timing, 10-15 times over the length of the course. The student's responses are not always on time. The student does not offer any new ideas, and responses to fellow students are few.
4	The student rarely provides contributions to the course, 5-10 times. The student does not always respond on time. The student has difficulty understanding the course content, and does not respond to the contributions of the other students.
0-3	The student provides little or no discussion, less than 5 times. Information is contributed only when asked to by the instructor, and responses are negative or disagreeable to the instructor/fellow students. Responses show little in the way of comprehension of course material. The responses are usually limited to "I agree", "Me too" or the like.

Policy on Cheating and Academic Misconduct:
Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at http://www.westerncalendar.uwo.ca. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:
The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: http://www.uwo.ca/univsec/pdf/board/code.pdf.

Plagiarism:
All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (http://www.turnitin.com).

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How often will the instructor communicate with me?
The instructor will be available online for email and discussion board entries at a minimum Monday to Thursday and at least one day over the weekend.

Policy on Late Assignments:
Failure to meet deadlines without the instructor's written permission will result in a reduction of marks. Assignments received after the due date will be reduced 2% per day (including weekends). Except in exceptional circumstances, approved by the instructor before the due date, assignments more than two weeks late will not be accepted and a mark of 0% will be assigned.

How do I hand in assignments?
All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor.

When will I receive my grades?
Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge
If you have met the course requirements for this Western approved micro-credential, you will receive an email from MyCreds to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

Course Schedule:

Topic	Due Dates
Unit 1: Introduction to Web Strategy	
Unit 2: Focusing on Your Users	Assignment #1 Due
Unit 3: Content Strategy	
Unit 4: Content Creation	Assignment #2 Due
Unit 5: User Experience	
Unit 6: Understanding & Testing Usability	Assignment #3 Due
Unit 7: Other Important Considerations	
Unit 8: Applying Your Strategy	Assignment #4 Due