

Course Number: IS373
Course Title: Content Management Systems
Section: 102
Semester: Spring 2017
Date & Time: TH: 11:30PM – 12:55PM
Location: GITC2400
Credits: 3
Contact Hours: 3 Hours Face-to-Face

Instructor Information:

Name: Keith Williams
Office: 5114 GITC
Phone Number: 551-580-3989
Email (preferred): kwilliam@njit.edu

Office Hours:

Monday / WED: 3:30PM – 5:30PM
In office or By Appointment

Course Materials

Casey, M. (2015). The content strategy toolkit: methods, guidelines, and templates for getting content right. San Francisco, CA: New Riders.

Catalog Description

This course provides a critical, hands-on introduction to the design, implementation, and management of multi-user web based content management systems(WCMS). This course examines the use of WCMS within the context of businesses, non-profit organizations, news, and social media websites. Students gain hands on experience with a modern CMS and learn to apply the systems development life cycle to the creation of company intranets, corporate websites, social media, and news websites. Students are introduced to the concepts of top-down and bottom up design, security, performance, web analytics, content strategy, and end-user support.

Prerequisites: None

Learning Outcomes

1. Students will be able to create a website using a content management system.
2. Students will be able to describe what a content management system is
3. Students will be able to describe what a content strategy is
4. Students will be able to explain how content strategy is used to promote eCommerce
5. Student will be able to explain how an organization can benefit from having a content strategy
6. Students will be able to create an implementation plan for an organization attempting to implement a content strategy
7. Students will be able to create an implementation plan for an organization attempting to implement a content management system

Grading Category Weights

Semester Project: 30%
2 Exams: 30%
Homework: 30%
Attendance: 10%

Grading Scale

A: 90 - 100	C: 70 - 77
B+: 88-89	D+: 68 - 69
B: 80 - 87	D: 60 - 67
C+: 78-79	F: 0 - 59

Incompletes are only given for extenuating and documented medical, or personal issues.

Homework Rubric

1 - Completed on time

0 - Not Completed on Time

Late Project and Homework Policy

All projects and homework must be turned in on time, or you will lose one point for each week that project or homework is late. **Note: A homework that is 1 week late loses all points.**

Attendance

Attendance will be taken for each class meeting. You are permitted one unexcused absence for the class; however, each subsequent absence will result in a 3 percent reduction in your final grade. Attendance is worth 10% of your final grade.

Academic Integrity Policy

My expectation is that each person will complete original work for this course and will not copy from fellow students or tutorials online. It is OK to refer to tutorials online; however, you will be considered in violation of the NJIT honor code by submitting work found online. Any violations of the honor code will be referred to the Dean of Students for investigation and possible disciplinary action.

For more information about the NJIT honor code, you should refer to this document:

<http://www.njit.edu/academics/pdf/academic-integrity-code.pdf>

Calendar

Week	Readings	Homework	Project Check Points to be presented in class	Exams
1/16/17	Section 1		Design a Content Strategy for the Vector - Start	
1/23/17	Section 2	Section 1 Summary Due	Problems and Opportunities Presentation Slides	
1/30/17	Section 3	Section 2 Summary Due	Setup for Success Slides Slides - Stakeholders	
2/6/17	Section 4	Section 3 Summary Due	Your Content and Users Slides	
2/13/17	Section 5	Section 4 Summary Due	Content Prototype, Metrics, and Content Compass	
2/20/17		Section 5 Summary Due	Content Strategy and Maintenance Slides	
2/27/17				
3/6/17			Mid-Term Presentation on Content Strategy	
3/13/17	Spring Break			Mid Term
3/20/17			Create a project overview	
3/27/17	Solution Research	Research Summary 1	Create themes, epics, and user stories Start	
4/3/17	Solution Research	Research Summary 2	Create themes, epics, and user stories Due	
4/10/17	Solution Research	Research Summary 3	Create Interactive Wireframes Start	
4/17/17	Solution Research	Research Summary 4	Create Interactive Wireframes	
4/24/17	Solution Research	Research Summary 5	Create Interactive Wireframes Due	
5/1/17			Final Project Demonstration	
				Final Exam