# "WBUlogo"

Virtual Campus

School of Business

# 1. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, lifelong learning, and service to God and humankind.

# 2. COURSE NUMBER & NAME:

MISM 4331-VC01, Webmastering

# **3. TERM**:

Spring 2019

# **4. INSTRUCTOR**:

Jimmy Fikes

# **5. CONTACT INFORMATION**:

Cell phone: 806-831-3918

WBU Email: jimmy.fikes@wayland.wbu.edu

# **6. OFFICE HOURS, BUILDING & LOCATION**:

 Students may contact the instructor at any time.

# **7. COURSE MEETING TIME & LOCATION**:

All instruction and work in this class will be online (in Blackboard).

# **8. CATALOG DESCRIPTION**:

Skill-building in how to administer multimedia and video technology to instruct, users, solve problems and communicate effectively.

# 9. PREREQUISITE:

MISM 3307

# **10. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

Required book: Learning Web Design

Author: Jennifer Robbins

Edition: 5th

Year: 2018

Publisher: O’Reily Media

ISBN#: 9781-49196-0202

Updated: 11/22/2017

Wayland Baptist University has partnered with RedShelf to bring Inclusive Access, which is a digital copy of the required textbook available on Blackboard day one of class.  The prices are very competitive with the market and in most cases below the standard cost.  The price of the textbook will be billed to your student account.  To check the price of the textbook please locate your required course material at <https://bookstore.wbu.edu>.  Once you access the textbook it will ask you if you would like to opt-out.  If you choose NOT to use this version, you MUST opt-out or you will be charged, and refunds are not available.

# 11. ADDITIONAL MATERIALS

* Students are required to submit all assignments to a shared Dropbox folder. The instructor will send connection information about this account in the first week of the term.

# **12. COURSE OUTCOMES AND COMPETENCIES**:

* Understand the Web as it relates to both Web-only and traditional business.
* Be able to outline functional navigation of a Web site for efficient organization of its content
* Be able to create a Web site maximizing the use of available resources.
* Be able to maintain currency and relevance of a Web site.

# 13. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **14. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **15. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **16. COURSE REQUIREMENTS and GRADING CRITERIA**:

Weekly Assignments

* Due by midnight on Sunday night, at the end of the week they are assigned
* Late assignments are penalized 10 points per day. After ten days, a zero is recorded and the work may not be made up unless the student made prior arrangement with the instructor.
* The average of all weekly assignment grades will make up 30% of the total term grade.

Weekly Quizzes

* Eight quizzes (excluding weeks 1, 5, and 11)
* The first attempt at each quiz must be made during the week it is assigned.
* Quizzes may be retaken beyond the week they are assigned to reinforce learning. The highest score earned on a quiz will be the value used for that quiz in the formula for the total term grade.
* The average of all quiz grades will make up 20% of the total term grade.

Discussion Board

* Eight graded forums (see the grading rubric in Course Documents on Blackboard)
* The average of all discussion grades will make up 20% of the total term grade.

Exams

* Two exams (one each in weeks 5 and 11).
* The average of the two exam grades will make up 30% of the total term grade.
* These exams will contain information we have covered in weekly assignments and in the discussion forums.

**WBU Grading Scale:**

A 90-100

B 80-89

C 70-79

D 60-69

F Below 60

**17. Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE

The content of this class is divided into the following categories, and all will be covered in this 11-week term:

* Domains, domain management and working with Internet Service Providers (ISPs)
* CSS Layout with Flexbox and Grid and other grid frameworks
* Scalable Vector Graphics (SVG)
* Scripting Languages – Introductions to JavaScript and jQuery
* Search Engine Optimization (SEO) and Webmastering as a Career
* Site Performance Issues and Metrics
* Managing Graphics and Other Files for Optimal Site Performance
* Mobile First development and Responsive Web Design (RWD)