

IMD405

Course Syllabus

Course Title:	Programming Concepts
Course Code/Section:	IMD405
Course Prerequisites:	IMD220
Session/Year:	Winter 2012
Meeting Days/Times:	Fridays 2:30–8:45 Room 807 (with break for dinner)
Instructor:	Judith Desplechin
Contact Info:	Email: wdim@desplechin.com
Office Hours:	Saturdays: 4 - 5:00 room 807 by appointment Fridays – 1:30 – 2:30 room 807 by appointment
Class Web Site:	wdim.desplechin.com

COURSE DESCRIPTION

This course introduces students to a rapidly evolving area of study – the Internet and Marketing. The rules on how to best utilize the Internet and the new marketing channels are changing on a daily basis. With the changes of marketing becoming more social in nature, the students drive customers to Web sites and engage them in interacting with the site. Students will learn how to utilize social networks, search engine optimization, and email campaigns in marketing to customers.

OBJECTIVES

Upon completion of this course, you should be able to:

- Define terms, concepts, and methods used in an integrated internet marketing strategy
- Build a web site using various coding and keyword strategies to achieve desirable ranking with major search engines
- Implement a strategy for registering a site with various search engines and directories
- Understand how people conduct searches
- Identify beneficial pay per click marketing services on the web
- Analyze web traffic on the web site to identify methods for improving findability
- Utilizing various Google services to promote products, services and other web site content
- Think critically about new marketing strategies and tactics associated with online marketing
- Identify best practices for launching social media programs and measuring the results
- Use technology and tools to promote and monitor social media campaigns
- Develop a social media strategy
- Develop and effectively pitch a successful social media campaign

Credits: 4 Credits, 6 Hours

Book: Walter, Aaron (2008). *Building Findable Websites: Web Standards SEO and Beyond*. New Riders, ISBN: 0321526287.

Grading: You need to filled out and sign the student information form. Grading details for all assignments and projects will be listed on this form.

Assignments: Cannot be turned in late. **Evaluations** and **Critiques** cannot be done late

Projects:

All projects must be **completed** and turned-in on time in order to receive a grade

Read all the requirements for the Main Project/ Website which are listed in the project handout. You are required to include all of the technical requirements in order to receive a grade. A project that does not include all of the technical requirements will receive an F even if it is a very well designed piece.

In order to receive the final grade for the main project you must show progress on a weekly basis. You must show work during all critiques and evaluations. Although you are expected to work on your projects outside of class, you must show that you are working on this project during each class. If completed work is handed-in without meeting these criteria, the student will receive an F for the work.

PLEASE READ ALL THE GRADING INFORMATION (from the student information form) AND ASSIGNMENT AND PROJECT REQUIREMENTS (from the class packets and handouts) CAREFULLY

Grading: You need to filled out and sign the student information form. Grading details for all assignments and projects will be listed on this form.

You are required to write all of your copy (text) for the website. You cannot have anyone else write the copy or take it from another source such as the web or a publication. Any student that does not fulfill these requirements will receive an F for the course.

You are required to create a website using WordPress you must create your own theme Any site that does not have an original theme will not be eligible for a passing grade.

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A	100 to 92		
A-	91.9 to 90	C	77.9 to 72

B+	89.9 to 88	C-	71.9 - 70
B	87.9 to 82	D+	69.9 - 67
B-	81.9 to 80	D	66.9 - 60
C+	78-79.9	F	59.9 and below

Materials & Supplies: You will need the following tools & materials for this course.

- Drive – for saving work
- CD for final project
- Binder, Writing Paper and Drawing Paper
- Plastic Sleeves
- Separators
- Pen and Pencil

Attendance policy

You are required to attend all class meetings, to arrive on time, and to stay for the duration of the class

You are required to contact faculty via email if you cannot attend class

There are no excused absences.

The Web Design and Interactive Media department has an adopted attendance policy in all classes.

Each class will award/reduce points differently, but classes that have multiple sections will have the same grading scale for attendance.

Please read each Faculty member syllabus for the grading policy

Tardy

If you are late: each time 1pt (1%) is deducted from your final grade

If you more than an hour late: each time 3pt (3%) is deducted from your final grade

If you leave early: each time: 3pt (3%) is deducted from your final grade

Absent

For each absent 3pt (3%) is deducted from your final grade

Classes held on Fridays and Saturdays constitute 2 classes if you are absent for both classes (6%) is deducted from your final grade

Faculty absent or late

In the event that a faculty member is absent, students should wait 15 minutes. Students should then circulate an attendance sheet and designate one of their members to deliver the sheet to the Academic Affairs office for placement in the faculty member's mailbox. Students are expected to stay for the entire class period and work on their process book. Students that leave class before the end of the class period will be marked absent.

Academic Dishonesty

The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course.

Academic dishonesty includes, but is not limited to, the following:

1. Cheating;

2. Plagiarism;
3. Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved;
4. Submission of any work (full or partial) not actually produced by the student.
5. Submission of any work without clear acknowledgement (reference/credit) of the original author or creator of the work.

Students may appeal in writing to the Dean of Academic Affairs. Please refer to page 39 of the New Student Handbook for the complete Academic Dishonesty policy.

Class Policies

- **Written Materials:** All written materials unless otherwise specified must follow the MLA Guidelines as set forth in the MLA Handbook. A concise guide can be found in your kits. You must use MLA documentation for any and all materials used that were obtained from another source. There are strict limitations on materials used from another source. Details of these limitations are provided in the Project handouts.
- Students are expected to act in a professional manner in all class situations. They are expected to treat other classmates and the instructor with respect, and to offer and take constructive criticism.
- During class students are expected to be working on the projects for this class. If a student is found to be either working on a project that is not part of this class requirements or surfing the web they will be marked absent.
- Devices such as phones, headphones, calculators, beeping watches, etc. are not to be used during class time. There will be no exceptions.
- All work submitted for a grade must be created by the student in its entirety. Written assignments and projects must be typed and should not contain any spelling or grammar errors. No handwritten assignments or projects will be accepted

Saving Work: Students are responsible for all of their work. Make at least two copies of your work and save it on two separate disks. Even if your work is erased from the school computers or becomes corrupted or lost you are still responsible for turning projects in on time.

Any work left on the school computers cannot be considered safe.

Work is more likely to become corrupted or lost when you are working between Macs and PCs.

Do not work from a disc, drive etc. Save your work to the desktop then copy the work to the disc or drive after you have completed the work.

Extensions: To avoid errors when saving files you need to turn the extensions on when using a PC:
PC WINDOW>MENU>TOOL>FOLDER OPTION>VIEW>unselect hide file extensions for known file types.

The schedule and Project and Process Book requirements are in a separate handout

STUDENTS THAT DO NOT ATTEND SCHEDULED 11th WEEK CLASSES WILL FAIL THE COURSE

Project requirements, Grades and Schedule are in separate documents