

RICHARDS COLLEGE OF BUSINESS  
MKTG 4818  
Business Web Design  
Course Syllabus

**Textbook:**

Web Design: Introductory (5th Edition), Author: Campbell, ISBN 1-285-17062-8. Cengage Learning.

**Course Description:**

This course provides an introduction to Business Web design. Going beyond the technical aspects of web programming, students will learn concepts related to planning, developing, managing, and implementing organizational web sites; choosing appropriate usability for web pages; selecting multimedia and interactivity for the Web; and publishing/maintaining a Web site which integrates traditional and new media formats.

**Course Objectives:**

1. Explain the strategic importance of Web sites for organizations based on business needs (LG6)
2. Apply best practices of usability in organizational Web sites. (LG1)
3. Identify activities involved in the Web design and planning process. (LG3)
4. Develop websites for functional areas in business (LG4)
5. List factors that make the Web a powerful environment for business activities. (LG6)
6. Understand how Web technology integrates with organizational mission. (LG3)
7. Integrate Social Media (such as Facebook, YouTube, Blogs, and Wikis) in web sites. (LG3)

**Course Policies:**

Academic Honor: UWG students are expected to achieve/maintain the highest standards of academic honesty and excellence. Therefore, the UWG student pledges not to lie, cheat, plagiarize, or steal in the pursuit of study and is encouraged to report students who do (refer to Student Handbook, Appendix E, and Academic Dishonesty). Students who breach the Academic

Dishonesty guidelines will receive a “F” grade in the course. Information at the following link contains important information pertaining to code of conduct outlined in the student handbook:

Handbook

([https://www.westga.edu/administration/vpsa/assets/docs/2017\\_2018\\_Student\\_Handbook.pdf](https://www.westga.edu/administration/vpsa/assets/docs/2017_2018_Student_Handbook.pdf))

Code of Conduct (<https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php>)

If a student is unclear about whether a particular situation may constitute an honor code violation, the student should meet with the instructor to discuss the situation.

For this class, general advice and interaction on discussion topics related to marketing research are encouraged. Each student must develop his or her own solutions to individual assignment. In other words, students may not "work together" on individual graded assignments. Such collaboration constitutes cheating. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. Students are encouraged to use the “Virtual Watercooler” discussion board to post questions and/or seek clarification of course topics. If your question is of a personal nature, it is best to email the instructor from within CourseDen.

**Incomplete Policy:** For a student to be eligible for an Incomplete grade, the student must have completed at least 80% of the course assignments with minimum of “B” average in all completed assignments.

**Disabilities Policy:** In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor during the first week of class of any accommodations needed for the course.

### **Evaluation:**

The nature of this course relies primarily on projects and discussions. Students are expected to read assigned class material during each week, complete project assignments, and participate in group discussions.

**Feedback from Instructor:** Feedback is an integral part of enhancing learning in all courses. Rubrics for scoring and assigning grades will be provided during the first week of class and will also be available in CourseDen.

The instructor will use these rubrics for grading and assign scores for each assignment that are indicators of feedback to students. Students are encouraged to contact the instructor (in person or via CourseDen email) if additional feedback is needed.

**Late/Missed Assignments:** Assignments are due on date/time mentioned in the Course Schedule. Check CourseDen schedule for any maintenance downtime. There is a 25% per day late penalty which is STRICTLY ENFORCED. As long as the university website (CourseDen) is officially accessible, the assignment is due as scheduled. Your computer/Internet problem is not considered a valid excuse for the assignment to be submitted late for full credit. Do make alternate arrangements to submit the assignment in such cases. The instructor must approve any delays, deviations, or substitutions for required assignments in advance (i.e. before the

assignment deadline). Students should inform the instructor (by e-mail or phone call) of any absences, or inability to complete assignments on time before the assignment is due. Also, the instructor must approve this and will notify the student of such approval. Without this approval, assignments will not be considered for grading purposes. Discussions are locked by the system after the deadline. Any late assignments will have to be emailed to the instructor.

**Appeals Policy:** An announcement will be posted in CourseDen when grades are released for each assignment. Check Gradebook for your score. Any concerns about assignment grade should be discussed with the instructor within FOUR days of the grade being posted or the grade stands as assigned.

**Written/Web Document Formatting.** Websites are key marketing tools for organizations therefore must contain information that conforms to business communication standards including use of proper English with no spelling/grammar errors. All work submitted must be typed, and use APA formatting. See APA Quick Guide posted in the “Course Documents area”. MS Word is the standard word-processing software. Follow the 22/12 rule in this course (No more than 22 words per sentence, no more than 12 lines per paragraph). Keep a copy of all submitted work. Students’ work should display correct spelling, punctuation, grammar, and Business Communication rules for all assignments which are considered when assigning grades. See Rubric for specific assignment requirements.

**Technology Support:** Since this class relies heavily on the use of technology, students should make alternate arrangements to have access to another computer in case of primary computer problems. Information Technology Support (<http://www.westga.edu/its/> ) or CourseDen support ( <http://www.westga.edu/webct> ) should be consulted for questions about technology related issues. Make backup copies regularly. Students are responsible for checking CourseDen schedule (available online) for maintenance downtime and plan ahead. In case of Technical Problems (such as password not working) contact the UWG ITS Tech support at 678.839.6587

**Evaluation/Assignments.** For highest score in all assignments, students are expected to research information using the textbook, library databases, and online resources. Students will be graded individually using a point system. The standard UWG grading scale will be used to award letter grades. Each assignment will receive designated points. Written grading rubrics will be provided for each of the oral and written assignments. There is no Extra Credit assignment offered in this course.

#### **Evaluation Categories Include:**

**Chapter Discussions:** Students will discuss chapter readings on various topics related to web design. The instructor will provide chapter related case studies, scenarios, critical thinking questions that will need to be researched for discussion. Two posts are required from each student. The Main Post (which counts 70% of discussion assignment grade) should be detailed, include external research (such as websites and journal articles) and provide evidence of higher order thinking skills. The Response Post (which counts 30% of discussion assignment grade) is made in reply to another students’ post and adds value to the original post. The response post should also be detailed. Quality of writing, research, communication, and interaction will be used

when assigning scores for online discussion. See sample posted online for Main Post and Response Post. Unless specified, no attachments should be used in Discussion posts. See schedule for deadline of Main Post & Response post. Also note the 22/12 rule that will be one of the criteria used to assign discussion points. Note: You will have to make your Main Post first by selecting “Start New Thread” button in the Discussion board before you can make see/respond to another students’ post.

**Projects:** Using various software and web sites that facilitate web development for business websites, mini projects throughout the term are used to build competency in web design. Students are required to use standard web design principles mentioned in textbook and research sources to complete projects. Projects requiring discussions follow the 70% / 30% rule mentioned above. See details under the Content area of online course for specific instructions on each project.

**Online Tests:** Three (3) tests that cover the assigned chapters from the textbook will be given during the term. See online schedule for exact dates/times when the tests can be taken.

Test 1: Chapters 1, 2, 3

Test 2: Chapters 4, 5

Test 3: Chapters 6, 7

Online assignments will provide excellent tutorials and exercises to review for all tests. Students should also review end of chapter questions for practice. Questions in the exams will be Multiple Choice.

Assignments:

TESTS (3)	300 points
PROJECT ASSIGNMENTS	125 points
SeaMonkey Software (25 points)	
Google Sites Business Case (25 points)	
Weebly (25 points)	
WordPress (25 points)	
Wix (25 points)	
CHAPTER DISCUSSIONS	140 points
TOTAL	565 POINTS
A = 90% & above	508 – 565
B = 80-89%	452 – 507
C = 70-79%	396 – 451
D = 60-69%	339 – 395
F = 59% and below	0 - 338