



ISM 4054 – Section 001
CRN 12405
Social Media and Web Technologies
Fall 2018
FL 411
Thursday 11:00am-1:50pm

Professor Information

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561-297-3191

Office Hours (subject to change)

Thurs 9:30-11:00am or by appointment

Required Text and Materials

- Jennifer T. Campbell, *Web Design: Introductory (Shelly Cashman Series)*, 6th ed., Cengage Learning, ISBN-13: 978-1-337-27793-8
- Roger McHaney, *Web 2.0 and Social Media for Business*, 3rd^t ed., bookboon.com, ISBN-13: 978-87-403-1248-1 (<http://bookboon.com/en/web-2-0-and-social-media-for-business-ebook>)
- Varinder Taprial and Priya Kanwar, *Understanding Social Media*, 2nd ed., bookboon.com, ISBN-13: 978-87-403-1624-7 (<http://bookboon.com/en/understanding-social-media-ebook>)
- Jacqui Carrel, *Search Engine Optimization*, 1st ed., bookboon.com, ISBN-13: 978-87-403-0015-4 (<http://bookboon.com/en/search-engine-optimisation-ebook>)
- <https://www.w3schools.com/>
- Google, *Search Engine Optimization Starter Guide*, (<https://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf>)
- USB key/flash drive (1GB or 2GB recommended)



Course Description

Introduces business students of all majors to various social media and web technologies relevant to modern organizations. Emphasis is on acquiring working skills with the basic web content technologies (HTML5 and CSS) and the business aspects of website design and the use of social media, such as how companies use social networks to earn revenue and build recognition among their desired market. The course progresses from introductory work on web design and a personal web page, to a project in which students design and develop a website.

Academic Service-Learning

The course is designated as an academic service-learning (AS-L) course. The assistance you provide to the agency/organization during your academic service-learning experience is a service to the community and will allow you to apply knowledge from the course to local, national, and/or global social issues. Throughout the course you will be participating in AS-L activities while demonstrating civic engagement at campus, local, national, and/or global levels. You will also reflect on your AS-L experience and the impact on the community as well as your professional development.

Academic service-learning notation of hours will post to your transcript with submission of hours to your faculty instructor. An Academic Service-Learning Student Survey is required to be taken at the end of your AS-L project. Please see the Weppner Center for LEAD & Service-Learning website, <http://www.fau.edu/leadandserve>, for the survey link and more information on FAU's Academic Service-Learning program.

Assumption of Risk Statement for Student:

I understand that there are certain physical risks inherent in every form of service-learning. I understand the risks associated with this Academic Service-Learning internship. I nonetheless agree to assume those risks to gain the benefits from participation in this valuable learning experience. I hereby release the State of Florida, the Board of Trustees, Florida Atlantic University and its agents and employees from any and all liability associated with my participation in this assignment at Florida Atlantic University.

Course Prerequisites and Credit Hours

Any of ISM 3011 (Management Information Systems), ACG 4401, or an accepted equivalence. Students are expected to be familiar with using Windows—to create and navigate through directories; copy files with drives, directories, and file names specified; and understand the distinction between drives, directories, and files. Students are also expected to be familiar with PowerPoint and the Internet, and understand the various roles of technology in business.

This course is worth 3 credit hours.



Class Time Commitments

In support of the AS-L designation for this course, students are expected to spend a minimum of 10 hours working in the AS-L project

Course Learning Objectives

Students will be introduced to the fundamental features of the Internet, social media, and web technologies. Students will learn the basic skills of business-driven web site design, building a web site audience, and basic HTML and CSS skills using contemporary tools and a cloud based web hosting environment. Students will also be introduced to a variety of social media and their purpose, such as social networks, blogs, and wikis.

Students will analyze the business aspects of web site design for two existing websites for businesses. Students will analyze and evaluate the design of these sites based on important design criteria. Students will apply design techniques and basic HTML and CSS skills when creating their own website. To fulfill the AS-L project requirements, one of the selected sites for analysis should be a local business / community interest website, and the student should make every effort to convey the result of their analysis and recommendations to the respective local business.

Students will design and build a website to fulfill an organizational need. First students will develop and plan the design for the website. Next students will create and host the website on the Internet. Once operational, students will continue to evaluate the design of the website and make improvements to increase their web audience and traffic.

AS-L Critical Reflection - The AS-L project should ask students to reflect on how the project links to (1) course objectives, (2) the impact of the students' work in the community, and (3) the impact on the students' personal and professional development.

Course Resources

This course is Canvas-assisted, and much course business, such as file distribution, emails, assignment submission, and announcements between classes, will occur exclusively through Canvas. Many of the learning resources are Internet based, as well as access to the cloud web hosting environment for the group project. Therefore, students are expected to have access to a computer and the Internet for this course. If you do not have your own, computers are available to all FAU students in the FAU Open Labs (<http://www.ecs.fau.edu/labs/open/>). We will be using Canvas extensively for this course, so make sure that you log in and get familiar with the course web site as soon as possible. In addition, if you need to transfer files between your home computer and the lab, you should furnish your own thumb drive (recommended), or online storage.



Grading Scale

Your course grade is based on **your own individual work** and **performance on the group project**. Everyone is given the same opportunity to achieve a high grade. The best way to end the semester well is to begin the semester well and follow through consistently. Please realize that you earn your grades and that **your actions alone** determine your grade. I cannot arbitrarily move the grading scale to accommodate individual students' specific wants.

The grading scale:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
Cutoff	92	88	84	80	77	73	70	66	61	56	50	0

Please do not ask me for an unearned extra point or two at the end of the semester in order to move you into the next grade category. This is not only unfair to those who worked hard all semester to achieve their grades; it is also unfair to expect your instructor to do extra work to fix your mistakes for you. In life, you reap the consequences of your actions, both positive and negative. We all make mistakes from time to time and you need to accept responsibility for your actions. I will be happy to assist you in acquiring the knowledge and skills required to meet your goals, both within and outside of class. However, your grade itself is determined by you, and not by me.

Course Evaluation Method

Class Participation		5%
Individual Site Analysis project		25%
<i>Site identification</i>	5%	
<i>Analysis</i>	10%	
<i>Class presentation</i>	8%	
<i>Peer sites critique</i>	2%	
Personal Home Page mini project		25%
<i>Overall look and feel (appearance, fonts, colors)</i>	8%	
<i>Organization, richness of content</i>	8%	
<i>Proper use of Bootstrap</i>	6%	
<i>Report</i>	3%	
Group Project		45%
<i>Updates</i>	5%	
<i>Project plan</i>	10%	
<i>Website</i>	15%	
<i>In-progress presentation</i>	5%	
<i>Final presentation</i>	5%	
<i>Final report</i>	5%	

CLASS PARTICIPATION

Due to the nature of this course, you are expected to attend class regularly. Participation in classroom, on-line discussions, and hands-on labs are vital in developing professional-level skills. If you are absent from class, it is your responsibility to contact other students to obtain missed lecture notes and assignments. Class participation also involves the constructive evaluation of other students' presentations throughout the semester. You will provide feedback on the delivery of the presentation as well as the content of the presentation to help other students improve their projects.

INDIVIDUAL MINI PROJECT: WEBSITES ANALYSIS

You will be asked to complete an individual project during the first part of the semester in which you will evaluate two existing websites from both a business and technical perspective. There are multiple components to the project, including project approval, a formal analysis, and a presentation. Students must become familiar with posting assignments to Canvas and other Canvas tools to complete the project.

INDIVIDUAL MINI PROJECT: PERSONAL HOME PAGE

You will create a simple, visually pleasant, web page on a topic of your choice, using HTML5, CSS, and Bootstrap, which could serve as your online resume or portfolio.

You will download and familiarize yourself with Brackets, an open source HTML and web development friendly editor. You will download Bootstrap, an open source front end framework for designing websites and web applications, which you could use as starting point for your personal home page.

GROUP PROJECT

You will be asked to complete a group project comprised of 3-4 students. For the project, you will plan, develop, launch and evaluate a website for a business or organizational purpose of your choice. Like the Individual Project, there are multiple components to the project to present and reflect upon your progress, including project approval, weekly updates, formal reports, and presentations. Students must become familiar with posting assignments to Canvas, using Canvas collaboration tools, and utilizing tools available through the Internet to complete project components.

Additional Course Policies

Missing Assignments or Exams

To make up a missed assignment you must provide a valid reason: documented emergency, illness or standard FAU exception (military service, student athletes, etc). If you are unable to submit an assignment due to a medical or family emergency, you **MUST** inform the instructor **on or before** the day when it is due, and arrange for a make-up to be administered before the graded assignment is returned to the class.

Any student requiring a make-up has to document his/her reason (e.g., a letter from a physician written on the physician's letterhead). If you miss an exam due to illness, you must present a physician's statement outlining the nature of the illness and specifically state that the illness was **severe enough** to prevent your attendance (and this must be specifically written by the physician

Late Assignments

All assignments are due by 11:59 PM on the due date indicated in the course schedule. Late completion of individual and group project components will receive a 20% penalty and must be submitted within a week of the due date. Completion of project components after this late period of one week will not be accepted for a grade (except as part of the final project submission).

No extra assignments are permitted for additional credit in this course unless assigned by the instructor to the entire class.

Attendance Policy

Attendance is not mandatory, but **strongly** encouraged. However, attendance will be taken, and regular absences will negatively affect your class participation grade.

Academic Irregularities

It is valuable to work with a friend or classmate when learning how to use a new software application or working out a problem. However, the work that you perform for a grade must be your own work unless "working in groups" is explicitly allowed. Components for the Individual Project in this course should be completed by the individual. While I encourage you to help and teach each other, you must distinguish help from cheating. If you have trouble doing so, ask yourself if both helper and the recipient of help would be able to complete the assigned work independently when you submit the assignment. If either one of you is unable to do so, you have cheated.

Cheating, plagiarism, copying, unauthorized collaboration, and hiring another person to complete your project components are unacceptable, and are subject to disciplinary actions, including, but not limited to, an "F" in the course, a letter of fact on your student record, and a notation on your transcript in accordance with the policies of FAU and the College of Business. In cases where this has occurred, both the person who cheats/plagiarizes/copies/collaborates/hires another person AND the originator of the work will be punished.

For information about the University's Honor Code, please refer to the policy statement under the section titled Selected College and University policies.

Anti-plagiarism Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed above.

Email

Students are required to have an email account for this course, and it is your responsibility to ensure that your email address listed on Blackboard is the one that you check regularly (you can always change it on Blackboard or set up auto-forward or POP download if not).

The best way to reach me is through sending an email message or visiting my office during office hours. Phone calls or phone messages are recommended only during office hours and are not a useful tool if you need an urgent response.

ALL emails should:

- Have "ISM 4054" at the beginning of the subject line, so that I recognize that it is from one of you, and so that my spam filters do not accidentally delete your message.
- Include your name in the body of the message, since email addresses do not always identify the sender.
- Use proper salutations and signatures.
- Use the same language and manners that you would use in a formal business setting.
- Ask specific questions which are not answered through Blackboard.
- Emails concerning software issues: List the complete sequence of procedures you followed. Most often, problems with software are errors by the user. Phrases such as "it didn't let me" only convey that you have not understood computer concepts and/or that you are rushing and not willing to take responsibility for your actions.

If you do not follow these guidelines, I reserve the right to request a revised email with appropriate changes before addressing your questions or issues.



Course Outline

Date		TENTATIVE SCHEDULE		
Week	Thu	Topic	Textbook	Assignments Due
1	8/23	Syllabus, Canvas, Skills survey.		
		Introduction to Web Technologies.	WD - Chap 1	
		Introduction to HTML	WD - Appendix A, HTML	
8/24 - Last day to Drop without financial consequences				
2	8/30	HTML, Intro to CSS, and Bootstrap	WD - Appendix B, CSS	Skills survey 8/29.
		Assign Mini-Project (Personal Home Page)		Ind Site Analysis Selection - Approval 8/29
8/31 - Last day to Drop without receiving a "W"				
3	9/6	Fundamentals of Web Publishing	WD – Chap 2	Group Proj - groups selection by 9/5
4	9/13	Planning a Successful Website: Part 1	WD – Chap 3	
5	9/20	>>> Individual Site Analysis Project - Presentations <<<		Ind Project - Analysis and Slides 9/19
6	9/27	Planning a Successful Website: Part 2	WD – Chap 4	Personal Home Page - submission 9/26
				Group Proj - Approval 9/26
7	10/4	Amazon Web Services, WordPress		
8	10/11	Typography and Images	WD – Ch 5	Group Proj – Site Plan 10/10
9	10/18	Search Engine Optimization	SEO, Google	
10	10/25	Understanding Social Media	USM	Group Proj - Update 10/24
11	11/1	Group project - working day		
12	11/8	Group Project - Presentations		Group Proj – Slides 11/7
13	11/15	Blogging, Wikis	Web - Chap 2, 5, 6	Group Proj - Update 11/14
11/16 - Last day to Drop without receiving an "F"				
14	11/22	>>> Thanksgiving Day - No Class <<<		
15	11/29	Group project - working day		
12/6		>>> Final Group Presentations <<<		Group member evaluations 12/6

NOTE: Unless otherwise indicated, all project phases are due by 11:59PM on the date due

WD = Web Design

HTML = HTML Tutorial at <http://www.w3schools.com/html/>

CSS = CSS Tutorial at <http://www.w3schools.com/css/>

SEO = Search Engine Optimization

USM = Understanding Social Media

Web = Web 2.0 and Social Media for Business

Google = Search Engine Optimization Starter Guide



Selected University and College Policies

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty.

For more information, please see FAU Regulation 4.001 at: [FAU Regulation 4.001](#).

Disability Policy Statement

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —and follow all SAS procedures. Their web site is: <https://fau.edu/sas>.

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: [FAU Regulation 2.007](#).

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade.

Withdrawals

Any student who decides to drop is responsible for completing the proper process required to withdraw from the course.

Grade Appeal Process

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

- There was a computational or recording error in the grading.
- Non-academic criteria were applied in the grading process.
- There was a gross violation of the instructor's own grading system.

The procedures for a grade appeal may be found in [FAU Regulation 4.002](#).

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as "... activities which interfere with the educational mission within classroom." Students who behave in the classroom such that the educational experiences of other students and/or the instructor's course objectives are disrupted are subject to disciplinary action. Such behavior impedes students' ability to learn or an instructor's ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor's expectations for classroom conduct.

Faculty Rights and Responsibilities

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct

Counseling and Psychological Services (CAPS) Center

- Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>