



Course Syllabus

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Instructor: Dawn Gregg

DAWN.GREGG@UCDENVER.EDU

Office: BSB 5100

Office Hours: R 2-3 PM (Other times by Appointment)

Phone: 303-315-8449

Dr. Dawn G. Gregg is an Associate Professor of Information Systems and Entrepreneurship at the University of Colorado Denver. She received her Ph.D. in Computer Information Systems and her M.S. in Information Management from Arizona State University, her M.B.A. from Arizona State University West, and her B.S. in Mechanical Engineering from the University of California at Irvine. Prior to her doctoral studies, she was employed for nine years as a research and development engineer. Her current research focuses on how to organize and maintain Web-based content so that it can be used to better meet business and special education needs. Her work has been published in numerous journals such as MIS Quarterly, the International Journal of Electronic Commerce, IEEE Transactions on Systems Man, and Cybernetics, Communications of the ACM, and Decision Support Systems.

Website: <http://dawngregg.com> (<http://dawngregg.com/>)

LinkedIn: <http://www.linkedin.com/in/dawngregg> (<http://www.linkedin.com/in/dawngregg>)

Twitter: @dawngregg

Objectives

Design and create a web presence that will support the purpose of the organization and help fuel the growth of the venture. Discover the importance of website visibility to new business operations. Learn how to best utilize search engines, social networks, blogs and other online tools to support and promote your business.

You will learn how to:

- Design and build a professional credible web site/presence
- Use e-marketing tactics and strategies
- Analyze the success of your website

Course Materials

Required Texts:



Build Your Own Web Site The Right Way Using HTML & CSS

3rd Edition

By Ian Lloyd

ISBN-10: 0987090852

ISBN-13: 978-0987090850

Online Marketing Inside Out

By Brandon Eley & Shayne Tilley

ISBN-10: 0980576822

ISBN-13: 978-0980576825



Required Tools:

We will be using a variety of tools in this course from tools that allow you to create and edit web pages to online tools (like Blogger & Twitter).

Some tools we will be using:

- A text editor (Notepad on Windows, TextEdit on Mac)
- A browser (Google Chrome, Firefox or Safari. IE is not the best browser for website development)
- You can download the Microsoft Expression Studio 4 Ultimate package from <https://www.dreamspark.com/> (<https://www.dreamspark.com/>) which includes "Microsoft Expression Web 4" a good HTML editor tool.
 - You need to verify (or re-verify it if you had an account in past terms) your account to download Microsoft Expression Studio
 - You can complete the verification process at any time by following these easy steps:
 1. [Go to the software catalog \(https://ucdenver.instructure.com/courses/76/assignments/redirect.aspx?C=y6TQ5fOoiEevQjsYPkRhiGARbbtlz89IFxIhLCf77Gzp5HuOtZTOM-zFs3qG4to9So6w9ZiOers.&URL=https%3a%2f%2fwww.dreamspark.com%2fStudent%2fSoftware-Catalog.aspx\)](https://ucdenver.instructure.com/courses/76/assignments/redirect.aspx?C=y6TQ5fOoiEevQjsYPkRhiGARbbtlz89IFxIhLCf77Gzp5HuOtZTOM-zFs3qG4to9So6w9ZiOers.&URL=https%3a%2f%2fwww.dreamspark.com%2fStudent%2fSoftware-Catalog.aspx).
 2. Click on any of the software icons, like Microsoft Expression Studio
 3. Click on the "Get verified" button.
 - Choose "Get Verified by School" and Select University of Colorado Denver
 - Enter your CU Denver email address.
- The Microsoft Expression Studio does not work on the Mac. I was able to find a free WYSIWYG editor that work on the Mac (as well as on Windows). SeaMonkey is the Mozilla project all-in-one Internet application suite.
 - It doesn't have HTML5 or CSS3 support, and you can't change the doctype, even for new pages (you can always use TextEdit/notepad to do this).
 - It is a free WYSIWYG editor, which there aren't many of.
 - You can download it from the SeaMonkey project: <http://www.seamonkey-project.org/> (<http://www.seamonkey-project.org/>)
 - If you are on Mac make sure to choose "Other Systems & Languages" to get the correct download.

Weekly Activities

This class meets every three weeks on campus (see schedule below) and online alternating weeks. All lectures are available online for students who cannot attend class OR for weeks when the class meets online only.

Students need to log in to the course regularly to check announcements, participate in discussions and access course content. The number of times you will need to access the course depends on whether you are attending lectures or completing the week online. At a minimum every week students are responsible for completing the following tasks:

- Read my weekly objectives and checklist on the week homepage. This gives an overview of activities to be completed in the coming week .
- Read the weekly reading assignment before Tuesday.
- Prepare 2 questions on the material and post them in the weekly *Discussion* center by Noon on Tuesday (I will select several of these questions to discuss in class on the weeks we have class).

- Post a response to at least one question by Friday at midnight.
- All students are then asked to respond to two comments / discussion summaries (not their own) on Saturday or Sunday.
- Attend class every third Tuesday (see schedule below) OR Listen to, watch or read my lecture. This covers all of the new material we are learning for the week.
 - Lecture notes are available at least 2 weeks prior to the actual lecture.
 - Breeze recordings (audio & video) of my lectures can be watched live on Tuesday night OR accessed any time after my Tuesday night lecture.

Each lecture is broken into 2 or 3 short segments and most weekly lectures last about an hour (although the Breeze recordings might be slightly longer because I cannot edit them down).

- Check for any assignments or projects to be started/continued each week. Every week you should be working on either a short homework or a longer project/paper and you need to start these early so you have time to ask questions about them in the question & answer forum.
- Go to the Question & Answer center several times throughout the week. I will answer/follow-up on questions that are discussed in class and give hints about the assignments there.

Course Policies

Late Work:

Projects and Assignments will not be accepted late. There will be group discussions regarding the assignments immediately after they are due and thus it is imperative that work be completed **ON TIME**. Assignments received after the due date will receive a 0.

I do understand that sometimes work or other pressures make it difficult to submit an assignment on time - so I will accept up to one assignment late per student. Any work accepted late will be graded down a minimum of one full grade. In the case that you will not be able to complete work the week it will be due, please contact me **prior to** the due date to arrange an alternate due date for the assignment.

Exam Attendance:

Failure to take your exam at the scheduled time will result in a zero for the examination. In cases of extremely extenuating circumstances (i.e. documented circumstances clearly beyond the student's control) a make-up exam may be given. However, the student must request the make-up exam in writing within 24 hours of the original exam date.

If you know in advance that you will not be able to attend an exam because of extenuating circumstances beyond your control you may request a make-up exam. Requests for make-up exams must be made in writing at least 1 full week prior to the class section in which the exam is scheduled to be given. If the request for a make-up exam is approved, a make-up exam will then be scheduled.

24 hours prior to a scheduled make-up exam, it is the student's responsibility to confirm via email that they still plan on attending the make-up exam at the given date and time. If the student no longer needs to take a make-up exam - the student must cancel the make-up exam via email 24 hours in advance of the scheduled make-up exam time. Failure to attend a make-up exam will result in a 0 for the exam.

Academic Honesty:

All quizzes, tests, programs and papers are to be done individually unless otherwise specified. All work submitted should include citations or other indications when others' work is included with your own. *Academic Dishonesty is not tolerated* and will result in a zero on the assignment and reporting of the incident to the Business School's Internal Affairs Committee. The following are considered Academic Dishonesty:

- Copying the work of current or past ENTP 6862 students

- Plagiarism of material found in books, magazines or on the Web
- Work purchased from "paper mills" or a code writing service.
- Working collaboratively on individual assign

Course Design

Class will be a mixture of traditional/online lectures, readings, hands-on development and in-class/online discussion. I provide lecture notes each week which will be posted on Canvas. I want this class to be as positive a learning experience as possible for you, so would like to take this opportunity to clearly state my expectations of you.

- **Class Participation:** Students are expected to ask thoughtful questions about the course material online prior to class. These questions will be used to promote both in class and online discussions. Students will be expected to log in at least two additional times a week to respond to these questions. The class participation grade will be computed twice a semester (after week 7 and during finals week).
- **Homework:** You will complete several short homework assignments. These assignments include: Design assignments where students will be responsible for creating and documenting their Web site designs, implementation assignments for the student to become comfortable with different tools used to create websites. Testing assignments which allow the students to become familiar with the testing requirements that must be satisfied before deploying any website. Online marketing assignments will involve assessing exiting social networking (and other online) tools to determine how they can be used to meet their compay's marketing needs.
- **Projects:** There will be a semester long project completed in a series of phases. The project involves designing and building a larger scale Web site containing multiple Web pages. Each project segment generally requires a substantial amount of effort on the part of students (15 - 40 hours per project depending on the student) so please allow enough time to complete the project before the due dates. All projects build on prior project so skipping a project will make it difficult to complete subsequent projects.

Projects will be evaluated based on: Compliance with project requirements, and Quality of the html code and site design. A grading rubric, will specify the distribution of points for each project.

- **Compliance:** Projects will be evaluated to determine whether the site meets all of the requirements set forth in the assignment. That is - did the student implement a site that provides all of the informaiton (or design elements) it needs to incorporate?
- **Quality:** Project quality consists of several factors including:
 - *Site Flow:* The web site & navigation should be laid out logically such that the order that the pages are accessed makes sense in the context of the site domain.
 - *Format:* For Web courses format includes the layout and design of the visible Web page as well as the lay-out and formatting of the hidden HTML and CSS.
- **Exams:** There will two exams given online during weeks 8 and 16 of the class (dates TBD). Questions will include: fill-in-the-blank, short answer, essay questions, and writing of HTML or CSS code . The exams will be open book and open note, unless otherwise specified. Online exam questions will compiled on the fly using a question bank so no two students will take the same exam.

Assignment Submission

Unless otherwise stated, students will be required to turn in tutorials and assignments using the Assignment link in Canvas. Each assignment will need to be submitted under the correct assignment link for the assignment being submitted. You also need to include your name inside every file. This will be considered your signature for originality of work turned-in for grading

Assessment Design

We will use multiple grading measures to give you opportunities to do well in the course. There will be two tests during the semsteer. In addition, you will do a semester long project which will involve designing and building a small company website as well as designing an online marketing strategy for the same company

Final Grades for this class will be based on your performance in class work & discussions, homework problems, two individual projects, a white paper, a midterm and a final exam. Weightings will be applied as follows:

A: Class Participation/Online Discussions/Knowledge Survey	12%
B: Homework/Projects	48%
C: Midterm Exam	20%
D: Final Exam	20%

Letter Grades are typically assigned as follows:

A	(4.0)	93% - 100%	superior/excellent
A-	(3.7)	90% - 92.999%	
B+	(3.3)	87% - 89.999%	
B	(3.0)	83% - 86.999%	good/better than average
B-	(2.7)	80% - 82.999%	
C+	(2.3)	77% - 79.999%	
C	(2.0)	73% - 76.999%	competent/average
C-	(1.7)	70% - 72.999%	
D+	(1.3)	67% - 69.999%	
D	(1.0)	63% - 66.999%	minimum passing
D-	(0.7)	60% - 62.999%	
F	(0.0)	0% - 59.999%	failing

Note: Grading policies of the CU Denver Business School state that the average GPA across all students in a graduate elective class should generally fall within the following range: 3.3 to 3.6 (B+) on a 4.0 scale. Therefore, if necessary, the ranges above will be modified so the average GPA across all students in the class falls within the recommended range.

Students with Disabilities

"The University of Colorado Denver is committed to providing reasonable accommodation and access to programs and services to persons with disabilities. Students with disabilities who want academic accommodations must register with Disability Resources and Services (DRS), North Classroom 2514, phone: 303 556-3450, TTY: 303 556-4766. I will be happy to provide approved accommodations, once you provide me with a copy of DRS's letter."

[DRS requires students to provide current and adequate documentation of their disabilities. Once a student has registered with DRS, DRS will review the documentation and assess the student's request for academic accommodations in light of the documentation. DRS will then provide the student with a letter indicating which academic accommodations have been approved.]

Student Conduct Code

As members of the University community, students are expected to uphold university standards, which include abiding by state civil and criminal laws and all University policies and standards of conduct. Every student should review the [Student Code of Conduct](http://thunder1.cudenver.edu/studentlife/studentlife/studentcodeofconduct.html) (<http://thunder1.cudenver.edu/studentlife/studentlife/studentcodeofconduct.html>).

Student Success

Be Prepared: It is assumed that you will read the assigned chapters each week and you should allow plenty of time

for experimenting and practicing web design.

Email: My courses can be difficult and often students get to places in their assignments where they need assistance. I encourage you to ask questions in class, office hours and via email. Always include the course number (ENTP 6862) and your name in the email. When asking a question via email please give me a specific question and attach your html code so I can see your problems for myself.

Succeeding Online: Learning online is both a great educational opportunity and challenge. Although you can better schedule your course time around your needs, you also must take a greater responsibility for managing your time and getting work done. The best way to succeed online is to stay on top of the course each week. I suggest you schedule 6-8 hours per week to handle the course work. This equates to roughly 3 hours of "in-class" time and 3-5 hours of homework time.

Course Schedule

Date	Details	
Tue Jan 22, 2013	Meet in Class (https://ucdenver.instructure.com/calendar?event_id=303&include_contexts=course_75)	6:30pm to 9:15pm
Thu Jan 24, 2013	Reading: Online Marketing & Website Design Articles (https://ucdenver.instructure.com/calendar?event_id=309&include_contexts=course_75)	6pm
Sun Jan 27, 2013	Discuss: The importance of a website to a (your) business (https://ucdenver.instructure.com/courses/75/assignments/798)	11:59pm
Tue Jan 29, 2013	Reading: Website Design Chapters 1 & 2 (https://ucdenver.instructure.com/calendar?event_id=306&include_contexts=course_75)	6pm
	Assignment: Website Selection / Design Document (https://ucdenver.instructure.com/courses/75/assignments/812)	11:59pm
Sun Feb 3, 2013	Discuss: HTML and Design Basics (https://ucdenver.instructure.com/courses/75/assignments/799)	11:59pm
Tue Feb 5, 2013	Reading: Website Design Chapter 3 (https://ucdenver.instructure.com/calendar?event_id=307&include_contexts=course_75)	12am
	Assignment: HTML Homepage (https://ucdenver.instructure.com/courses/75/assignments/813)	11:59pm
Sun Feb 10, 2013	Discuss: CSS (https://ucdenver.instructure.com/courses/75/assignments/800)	11:59pm
Tue Feb 12, 2013	Reading: Website Design Chapter 4 (https://ucdenver.instructure.com/calendar?event_id=308&include_contexts=course_75)	12am
	Meet in Class (https://ucdenver.instructure.com/calendar?event_id=304&include_contexts=course_75)	6:30pm to 9:15pm
Sun Feb 17, 2013	Discuss: CSS and Page layout	

	https://ucdenver.instructure.com/courses/75/assignments/801	11:59pm
Tue Feb 19, 2013	Reading: Website Design Chapters 5 & 6 https://ucdenver.instructure.com/calendar?event_id=310&include_contexts=course_75	6pm
	Project: Home Page Design https://ucdenver.instructure.com/courses/75/assignments/814	11:59pm
Sun Feb 24, 2013	Discuss: Images & Tables https://ucdenver.instructure.com/courses/75/assignments/802	11:59pm
Tue Feb 26, 2013	Reading: Website Design Chapter 7 & Chapter 10 HTML5: A Brief History Section (only) https://ucdenver.instructure.com/calendar?event_id=312&include_contexts=course_75	6pm
Sun Mar 3, 2013	Discuss: Forms https://ucdenver.instructure.com/courses/75/assignments/803	11:59pm
Tue Mar 5, 2013	Reading: Website Design Chapters 10 & 11 https://ucdenver.instructure.com/calendar?event_id=311&include_contexts=course_75	12am
	Meet in Class https://ucdenver.instructure.com/calendar?event_id=305&include_contexts=course_75	6:30pm to 9:15pm
	Project: Site Implementation https://ucdenver.instructure.com/courses/75/assignments/815	11:59pm
Sun Mar 10, 2013	Discuss: CSS3 & jQuery https://ucdenver.instructure.com/courses/75/assignments/804	11:59pm
Tue Mar 12, 2013	Midterm Exam https://ucdenver.instructure.com/courses/75/assignments/796	11:59pm
Tue Mar 19, 2013	Reading: Website Design Chapters 9 & 12, Marketing Chapter 3 https://ucdenver.instructure.com/calendar?event_id=313&include_contexts=course_75	12am
Sun Mar 31, 2013	Discuss: Testing & Publishing https://ucdenver.instructure.com/courses/75/assignments/805	11:59pm
Tue Apr 2, 2013	Reading: Marketing Chapters 1 https://ucdenver.instructure.com/calendar?event_id=315&include_contexts=course_75	12am
	Guest Speaker: Luke Wyckoff (in class) https://ucdenver.instructure.com/calendar?event_id=302&include_contexts=course_75	6:30pm to 7:30pm
	Project: Expanding your Site https://ucdenver.instructure.com/courses/75/assignments/816	11:59pm
Sun Apr 7, 2013	Discuss: Online Marketing https://ucdenver.instructure.com/courses/75/assignments/807	11:59pm

Tue Apr 9, 2013	Reading: Website Design Chapter 13 & Marketing Chapter 4 (https://ucdenver.instructure.com/calendar?event_id=314&include_contexts=course_75)	12am
Sun Apr 14, 2013	Discuss: Analytics & SEO (https://ucdenver.instructure.com/courses/75/assignments/806)	11:59pm
Tue Apr 16, 2013	Reading: Marketing Chapter 5 & Websites Chapter 8 (https://ucdenver.instructure.com/calendar?event_id=316&include_contexts=course_75)	12am
Sun Apr 21, 2013	Discuss: Social Media Marketing (https://ucdenver.instructure.com/courses/75/assignments/808)	11:59pm
	Reading: Marketing Chapter 8 (https://ucdenver.instructure.com/calendar?event_id=317&include_contexts=course_75)	12am
Tue Apr 23, 2013	Guest Speaker: Ryan Wilson (in class) (https://ucdenver.instructure.com/calendar?event_id=301&include_contexts=course_75)	6:30pm to 9:15pm
	Project: Analytics & SEO (https://ucdenver.instructure.com/courses/75/assignments/817)	11:59pm
Mon Apr 29, 2013	Discuss: Email & Online Advertising (https://ucdenver.instructure.com/courses/75/assignments/809)	11:59pm
Tue Apr 30, 2013	Reading: Marketing Chapter 2 & 9 (https://ucdenver.instructure.com/calendar?event_id=318&include_contexts=course_75)	12am
Sun May 5, 2013	Discuss: Online PR & Strategy (https://ucdenver.instructure.com/courses/75/assignments/810)	11:59pm
Tue May 7, 2013	Reading: Website Design Chapter 14 (https://ucdenver.instructure.com/calendar?event_id=319&include_contexts=course_75)	12am
	Project: Online Marketing Plan (https://ucdenver.instructure.com/courses/75/assignments/818)	11:59pm
Sun May 12, 2013	Discuss: Other Website Options (https://ucdenver.instructure.com/courses/75/assignments/811)	11:59pm
Tue May 14, 2013	Final Exam (https://ucdenver.instructure.com/courses/75/assignments/797)	11:59pm