

**PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS**

**CONTENT MANAGEMENT SYSTEMS USING WORDPRESS  
DWP 2500**

**Class Hours: 3.0**  
**Laboratory Hours: 0.0**

**Credit Hours: 3.0**  
**Revised: Fall 2017**

**Catalog Course Description:**

This course is a fundamental study of server-side content management system concepts, techniques and processes. Focus is on creating robust websites where the content can be managed or modified by the user with relative ease using Open Source tools.

**Prerequisites:**

DWP 2400 and CITC 2347 or WEB 1600

**Corequisites:**

None

**Textbook(s) and Other Course Materials:**

WordPress to Go by [J. D. Rockefeller](#). Latest edition.

**I. Week/Unit/Topic Basis:**

**Week Topic**

1. Definition of content management systems. A first look at WordPress. Overview of installation of MAMP and WordPress.
2. Understanding posts vs. pages. Creating and formatting post with the content editor toolbar. Formatting text, creating and editing links. Organizing content. Creating sections and categories. Modifying default sections and categories.
3. Creating pages using templates, understanding page hierarchies. Changing the appearance of the site. Separating style from the content using CSS. Getting familiar with themes and how they work. Understanding how the media and images are added and managed. Configuring media settings.
4. Previewing, installing, and changing themes. Customizing themes. Getting and installing third-party themes. Creating and customizing menus using widgets. Combining custom menus and widgets in the same page.
5. Installing, activating and upgrading plugins. Overview of some useful plugin types to start with.
6. Configuring general settings. Changing the language of the site. Configuring writing and reading settings. Changing the default category.
7. Customizing the theme using Genesis, understanding the child theme template structure. Editing the child theme. Working with Genesis loop and action

- hooks.
8. Modifying global configurations. Reading and writing private messages. Using the Mass mail feature. Using the Media Manager. Using WordPress help.
  9. Managing the site on the back end. Dealing with security issues through hosting, plugins, and third-party services. Moving content from one site to another. Keeping the site up to date.
  10. Using plug-ins. Using extensions. Managing languages in the site. Joining the WordPress Community.
  11. Launching your site. Understanding SEO
  - 12.-14. Work on final projects
  15. Final projects submitted (finished web site on the server)

## **II. Course Goals\*:**

The course will:

- A. Guide the student to develop a basic understanding of a Web content management system using WordPress. (I, III, IV)
- B. Guide the student to develop the necessary skills to manage Web content, including widgets and plugins using WordPress. (I, II, IV, VI)
- C. Guide the student to demonstrate how to customize core elements in WordPress. (II, III, IV)
- D. Guide the student to demonstrate how dynamic sites are the future of Web design. (I, II, IV, VI)

\*Roman numerals after course objectives reference goals of the Media Technologies program.

## **III. Expected Student Learning Outcomes\*:**

Students will be able to:

1. Demonstrate proficiency in the use of WordPress. (A, B)
2. Demonstrate proficiency in writing external and internal links in WordPress. (B, C)
3. Apply contents, modules, and templates. (B, C, D)
4. Configure templates in WordPress to design a site. (B, C)
5. Create page breaks and make contents visible. (B, C)
6. Add images to content. (B, C)
7. Apply CSS in the layout and theme section of the site (B, C)
8. Implement time and project management skills. (B, D)
9. Actively participate in group discussions and critically assess web page design. (A, D)
10. Develop a functional and aesthetic web site using all the functions of WordPress. (B, C, D)

\*Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

## **VI. Evaluation:**

- A. Testing Procedures: n/a
- B. Laboratory Expectations: n/a
- C. Field Work: n/a
- D. Other Evaluation Methods: 100% of grade
  - Two hands-on projects which will be graded based on the following criteria:
    - Layout design (using Photoshop or selecting a theme form WordPress)
    - Implementation of CSS into the site layout
    - Interactivity, media use, and the user experience visiting the site
    - Well-organized and attractive site
- E. Grading Scale:
  - A 90-100%
  - B+ 86-89%
  - B 80-85%
  - C+ 76-79%
  - C 70-75%
  - D 69-60%
  - F Below 60%

## **V. Policies:**

- A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.
- B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

  - Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
  - Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
  - Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
  - Taking an exam for another student.

- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course.

Disability Services may be contacted by sending email to [disabilityservices@pstcc.edu](mailto:disabilityservices@pstcc.edu), or by visiting Alexander 130. More information is available at <http://www.pstcc.edu/sswd/>.

D. Other Policies:

Communications:

1. All communications among students and faculty will be professional, will use professional language.
2. Use the e-mail address that appears on the syllabus to communicate with the instructor. Telephone calls will be answered during office hours.

Completion:

All assignments, exams and projects must be completed in the specified form as outlined and must be submitted by the deadlines posted in the assignment schedule.

Facilities:

Students must have a valid Pellissippi ID to be presented on demand to gain access to Pellissippi facilities.