MKTG-5003
STUDENT COURSE INFORMATION

FANSHAWE COLLEGE OF APPLIED ARTS AND TECHNOLOGY
BUSINESS STUDIES
September 2004

MKTG-5003 -- WEB-BASED PUBLISHING

Duration: 45 total course hours   **Credit Units:** 3.00

*NOTE: The hours may vary.

This course is a prerequisite for:
NO COURSES

Course Description:

This course is designed to introduce the student to the tools and facilities of web-based publishing: page composition, HTML, XHTML, CSS, web design and code validation. Students will use these software technologies together to produce web design projects. Students will cover the Web design/development process, with Macromedia Dreamweaver as the primary Web development tool. Topics covered include basic and enhanced site structure, local and remote site management, and optimization of Web graphics using Fireworks.

Learning Outcomes:
Upon successful completion of this course, the student will be able to:

Vocational Outcomes:
. Describe some of the key aspects and elements of Web Site design;
. Insert page elements on a web page: image, text, table, form elements, sound,
video and Flash
. Plan, build and publish a web site;
. Critically assess web projects and provide constructive feedback;

Generic Skills
. Interact with classmates through presentations and discussions teams that
contribute to effective working relationships, promotes the transference
of knowledge, supports reciprocal learning and enables the group to achieve
specified goals (Problem solving, Teamwork and Employment Skills)

. Demonstrates self-reliance, work ethic and effective time management skills
though weekly self-study exercises. (Time Management, Self Responsibility)

. Use a variety of computer hardware and software and other technological
tools appropriate and necessary to complete assignments; research and prepare
for presentations (Computer and Research) T

. Evaluate team and peer presentations in order to recognize the importance of
knowing your audience (Critical Thinking, Communication)