

# Social Media Marketing & Web Design Syllabus

Mrs. Hable

[Kari.hable@ahschools.us](mailto:Kari.hable@ahschools.us)

763.506.6841

## Course Description and Expected Learner Outcomes

Students will develop and use web design and graphic design skills to create professional, up-to-date web sites that are pleasing to the eye and easy to use. To do this, students will learn how to plan, design, and create a multi-page site for a business. Additionally, students will learn how businesses incorporate social media marketing. Media tools used within this course include, but are not limited to, the following: Google Sites, internet-based graphic creators, and social media (blogs, Twitter, Facebook, Instagram, and Pinterest). Students will set up accounts for these tools using their Google account information. Media tools and accounts set up through this course are for educational purposes only and may not be utilized for personal use.

## Expectations and Goals

Students will understand that...

- ✚ Different web authoring tools can be used to create web sites
- ✚ A variety of tools can be used to create quality graphics
- ✚ Copyright laws and ethics must be followed when creating graphics and web sites
- ✚ Websites must follow web design standards, which include color theory, web site planning, and creating a storyboard
- ✚ There are a variety of search techniques available to gather information on the internet
- ✚ There are a variety of internet tools for communication
- ✚ Social media is an effective tool in marketing and business

## Grading

Students will be graded according to the following grading scale:

94-100	A	78-79	C+	60-63	D-
90-93	A-	74-77	C	Below 60	F
88-89	B+	70-73	C-		
84-87	B	68-69	D+		
80-83	B-	64-67	D		

Your success in this course will be in direct proportion to the time and effort you spend studying, practicing, and experimenting with the concepts and techniques presented. Your grade will be based on the accuracy of your performance in completing the tasks assigned. It is important you attend every day and are on task for the entire class.

For part of the course, you will work individually to create professional-looking graphics and web site. Then, for the remainder of the course, you will work with a partner to create professional-looking graphics, a multi-page web site, and social media tools. For these assignments you will be graded individually and as a partnership. There may be other daily assignments that will be graded.

Assignments are due on the date specified by the instructor. The final deadline for assignment submission is two days after the specified due date; a late penalty will be incurred as determined by the instructor. For competent work and knowledge of all material, Articulated Credit for college may be earned with this course.



## **Behavior Policies**

Please be on time to class. You need to be in the classroom when the bell rings ready to start class. Truancies will result in zeros for any assignments missed – no exceptions. After your second truancy you will receive an “F” for the class. Cheating is not tolerated. There will be no sharing of files! In the event that you are caught cheating, you will receive no credit for the assignment and I will contact your parent/guardian. You may be asked to do an alternative assignment. If you allow another student to use an assignment that you completed, you will also receive a zero.

**NO FOOD OR BEVERAGES ALLOWED BY THE COMPUTERS!!** This is a computer lab and is not an environment for food and beverages. No games, email, chat, or Internet usage!! Internet usage will only be allowed with prior permission. If you are found on games, etc, you WILL receive up to five days ISS. You are to have the computer lab policy sheet signed by yourself and a parent/guardian by Monday, September 9.

At Champlin Park High School we celebrate our differences and recognize the benefits of a diverse student body. For this reason we must take a stand against offensive language and hate speech. Racially offensive and/or homophobic language as well as any other derogatory slur towards a specific group has no place in our school or this classroom. We will document and report language that is hateful and hurtful and leads to feelings of being ostracized (not accepted) from the Champlin Park family.

## **Academic Policies**

This course does not require much outside classwork – IF you work in class. Therefore, it is extremely important to keep up with the work on a daily basis and complete makeup work quickly. School policy provides 2 days of makeup time for each day you have an excused absence. Field trips are excused absences; however, you must ask for your work prior to the field trip and have it completed when you return. If you know you are going to be absent, please get the assignment and have it completed when you return. Getting behind will adversely affect your grade as you will be expected to keep up with the class when you return.

## **Materials Needed/Classroom Materials/Fees**

There is no textbook related to this course. There is a Google site and you will be invited to the site the first week of the course. All materials needed for the trimester is on this site. You will need a pen/pencil occasionally for the class. Your assignments will be saved to folders on the server – I highly suggest you organize these folders as best you can. Save them to appropriately named folders.

## **Cell Phones**

Cell phones will be allowed in class at times that are appropriate in class. If they become a distraction, you will be asked to place it in the cell phone hanger. If that does not suit you, you may go to your house principal and they will deal with what they want to do with your phone there. There are times you may be asked to use it to utilize social media that you have now. Just please be respectful to when it's appropriate (lecture times, videos, instruction – no cell phones).

## **Additional Resources**

Extra help can be scheduled with me for someone at your school to help you or to set up an appointment where I will come to your school after school or via telepresence. Extra Credit is not a substitute for completing the regular assignments. It will be available to only those students who have completed all the regular assignments. No exceptions!!!

