

TECM 5200: Digital Content Strategies for Communication Professionals

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Office Hours:	5–6 pm CST Monday/Wednesday or by appointment
Office Location:	AUDB 305
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Meeting Time/Place:	Asynchronous/Online

Description

This class will cover various aspects of content strategy, including web content strategy and content management. By the end of this course you should be able to

- understand the importance of developing high quality web content
- write content that follows best practices for usability
- understand cultural and linguistic differences that shape global content strategy
- communicate content strategy deliverables in written and visual reports

Texts

You have one required text for this course:

- Halvorson, Kristina & Rach, Melissa. *Content Strategy for the Web*. 2nd edition. ISBN-13: 978-0321808301.

Assignments

Individual (500 pts)	CMS Comparison	You will research three popular CMS and respond to a manager about their costs and benefits	150
	Transcreation Analysis	You will analyze transcreated websites.	150
	Quizzes	You will take quizzes that assess your understanding of each module's material.	100
	Professionalism	You will demonstrate professionalism by remaining 1) respectful to the instructor and other students through your actions and words (25 pts); 2) responsive to the instructor and other students (25 pts); 3) timely in delivering your work and coming to class (25 pts); and 4) knowledgeable of course policies and procedures (25 pts).	100
Team (500 pts)	Content Audit	You will complete a qualitative and quantitative audit of a website's content and make recommendations. Teams of 2.	150
	Competitive Review	You will analyze competing websites and make recommendations based on your findings. Teams of 2.	150
	Content Strategy	You will recommend changes for the content of a website based on your previous analyses, including a stated content strategy, a description of personas, a sitemap, content changes, and a social media strategy. Teams of 2.	200

Grading and Evaluation

Assignments will be penalized one letter grade for each day they are late (including weekend days) and will not be accepted if they are more than four days late. **Corrupted or lost files do not constitute an excuse for late or unsubmitted work.**

For the major assignments, I assign ratings 1–4 for four criteria—Design (10%), Organization (30%), Content (40%), Sentences (15%), and Delivery (5%). The following scale demonstrates the meaning behind the 1–4 ratings:

- A** The document is impressive in meeting this criteria, with no or minimal error or flaw.
- B** The document meets this criteria, but it has some errors or flaws.
- C** The document meets this criteria in certain ways, but overall, it falls short of it.
- D** The document does not meet this criteria, though it shows potential or attempt.
- F** The document does not meet this criteria at all.

For exams, Canvas will calculate your grade based on how you answered the close-ended questions (multiple choice, multiple answer, true/false, and matching).

Academic Success and Support

The [Academic Success Service](#) offers support services for students outside of the classroom experience. It provides assistance such as the Learning Center, Advising Services, The Writing Center, and [other resources](#). Also, the Department of Technical Communication also has the [TECM Comm Lab](#) to help you on your assignments in a way specific to technical communication.

Online Learning, Attendance, and Communication

This course has been developed to promote asynchronous learning. The instructor and students do NOT meet on a designated day and time each week.

For each module, there is a timeframe to complete all activities and assignments, and you may work at your own pace within that timeframe. However, you must adhere to the deadlines outlined on the calendar. You should log into the course daily to check for updates, review lessons, and participate in activities.

You can expect meaningful feedback on assignments within 7–14 days of the deadline. Questions about grades or other individual issues should be emailed to the instructor, not posted on the discussion forum.

Due Dates and Late Work

Unless otherwise noted, all assignments are due by 11:59 p.m. on Sundays. Please refer to the calendar in Canvas for detailed information. Assignments submitted within 24 hours after the due date on Canvas earn 50% credit. Assignments submitted after that time earn zero credit. There are no make-ups available unless arrangements are made prior to due dates. Any exceptional circumstances that cause you to miss deadlines should be documented with the Dean of Students: Union 409 or 940-565-2648.

Medical Withdrawals

If a student must withdraw due to medical reasons, prior to the withdrawal deadline as indicated in the academic calendar, a student may do so through the regular withdrawal process. If a student is incapacitated or unable to make the request on his/her own, please contact the Dean of Students Office for assistance at 940-565-2648. For details regarding the withdrawal process, go to [Dean of Students' website on this subject](#).

Policies

These policies describe formal regulations governing Dr. Robles' sections of TECM 5200.

Technology Requirements

To successfully complete this course, you should have access to a reliable internet source. You should also have these technical skills:

- Using the learning management system (Canvas)
- Using email with attachments
- Creating and submitting files in commonly used word processing program formats
- Copying and pasting
- Downloading and installing software
- Headset/Microphone (if required for synchronous chats)
- Word Processor
- Remember that your password is the only thing protecting you from pranks or more serious harm. Don't share your password with anyone. Change your password if you think someone else might know it.
- Always log out when you are finished using the learning management system.
- The following information has been provided to assist you with the technological aspect of the course.
 - [UNT Help Desk](#)
 - [Canvas Support](#)
 - [Computer and Internet Literacy](#)
- It's your job to backup data. UNT provides 25GB on OneDrive, so corrupted files don't excuse lateness.
- **If you are on a Mac**, do not submit any .pages files, or you will lose your timeliness points
- All students must have a valid UNT email address. The instructor may send class emails, including notices, updates, and advisories. You must check email regularly. Not receiving an email is not a valid excuse for late or missing work.

Academic Integrity

All acts of academic dishonesty will be reported to UNT's Academic Integrity Office. You can read [UNT's policy here](#).

- *Cheating*: using/attempting to use unauthorized materials or information in any work submitted for credit or hours. Results in a 0 on the assignment.
- *Plagiarism*: deliberate reproduction of ideas or words of another person as one's own. Results in a 0 on the assignment.

- *Forgery*: altering a grade or official academic university record or forging the signature of an instructor or other student. Results in an F for the class.
- *Fabrication*: intentional and unauthorized falsification or invention of any information or citation in an academic exercise. Results in a 0 on the assignment.
- *Facilitating academic dishonesty*: Intentionally helping/attempting to help to violate a provision of the institutional code of academic integrity. Results in a 0 on the assignment.
- *Sabotage*: preventing others from completing work/willfully disrupting their academic work. Results in an F for the class.

Emergency Procedures

We will follow UNT's recommended emergency procedures. [Eagle Alert](#) is the primary alert system for UNT, and it will communicate emergency messages to the campus community.

UNT Office of Disability Accommodations

In accordance with university policies and state and federal regulations, the university is committed to full academic access for all qualified students, including those with disabilities. To this end, all academic units are willing to make reasonable and appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies in order to facilitate equality of educational access for persons with disabilities.

To receive accommodations, you must [register with the ODA](#) and then [request a Reasonable Accommodation form](#), which you should present to me within the first two weeks of class (see UNT Policy 16.001). You can read UNT's policy on [disability accommodation for students and academic units here](#).

The supported technologies for the course ([Canvas](#), [Respondus](#), and [YouTube](#)) meet accessibility criteria and have options for accessibility.

Federal Regulation for F-1 Students taking Distance Education Courses

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to [the Electronic Code of Federal Regulations website](#). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Drop Dates

Please know deadlines and policies. Students can no longer receive a WF, and they can drop a course online without the instructor's signature. Students have 5 business days to decide if they want to be reinstated in a dropped course.

Sexual Discrimination, Harassment, & Assault

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced any of these acts of aggression, please know that you are not alone. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more (UNT Policy 16.005).

UNT's Dean of Students' website offers a range of [on-campus and off-campus resources](#) to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate, available at renee.mcnamara@unt.edu or 940-565-2648.

Retention of Student Records

I maintain student records pertaining to this course in a secure location. All records such as assignments and activities submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed through the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about students' records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university's policy.

Master Schedule

Module	Dates	Topics	Read	Watch	Do
Start-1	10/21–10/27	<ul style="list-style-type: none"> • Introduction • Content • Web Content Management Systems 	<ul style="list-style-type: none"> • A Beginner's Guide to CMSs • 10 CMSs • CMS Comparison Assignment Description 	<ul style="list-style-type: none"> • Course Introduction • Content • Web Content Management Systems (WCMSs) • Understanding content management systems (CMS) 	<ul style="list-style-type: none"> • Quiz 1
2	10/28–11/3	<ul style="list-style-type: none"> • Discovery and Analysis 	<ul style="list-style-type: none"> • Content Strategy for the Web, 2nd edition, Ch. 1–6 • Client Description • Content Audit Assignment Description • Competitive Review Assignment Description 	<ul style="list-style-type: none"> • Content Strategy: Definitions, Purposes, and Phases • Content Strategy: Buy-in • Quantitative Content Audit • Qualitative Content Audit • Competitive Review 	<ul style="list-style-type: none"> • Quiz 2
3	11/4–11/10	<ul style="list-style-type: none"> • Analysis Continued: User Research 	<ul style="list-style-type: none"> • User Research Basics • Personas • Content Strategy Assignment Description 	<ul style="list-style-type: none"> • User Research • Personas 	<ul style="list-style-type: none"> • Quiz 3 • CMS Comparison
4	11/11–11/17	<ul style="list-style-type: none"> • Analysis Continued Social Media 	<ul style="list-style-type: none"> • Best times to post on social media 	<ul style="list-style-type: none"> • Social Media for Nonprofits, Intro–1 • Social Media and Content Strategy 	<ul style="list-style-type: none"> • Quiz 4
5	11/18–11/24	<ul style="list-style-type: none"> • Global Content Strategy 	<ul style="list-style-type: none"> • Transcreation Analysis Assignment Description 	<ul style="list-style-type: none"> • Global Content Strategy: Introduction • Global Content Strategy: Translation and Transcreation 	<ul style="list-style-type: none"> • Quiz 5 • Content Audit
6	11/25–12/1	<ul style="list-style-type: none"> • Strategy: Core, Content, and People 	<ul style="list-style-type: none"> • Content Strategy for the Web, 2nd edition, Ch. 7–9 	<ul style="list-style-type: none"> • Content Strategy: Core • Content Strategy: Substance and Structure • Content Strategy: Workflow and Governance 	<ul style="list-style-type: none"> • Quiz 6 • Transcreation Analysis
7	12/2–12/8	<ul style="list-style-type: none"> • Strategy Continued: SEO and Analytics 	<ul style="list-style-type: none"> • A Simple 7-Step SEO Tutorial for Beginners • Web Analytics Basics • How to Use Google Analytics 	<ul style="list-style-type: none"> • SEO Foundations, Intro–3 • SEO • Web Analytics 	<ul style="list-style-type: none"> • Competitive Review • Quiz 7
8	12/9–12/13	<ul style="list-style-type: none"> • Project Work 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Content Strategy