Course Alignment Matrix

Originating College: South Mountain Community College

Course Title: WordPress: Blogging and Website Design

Course Number: IND181

Recommended Text/Materials:

Title: WordPress Revealed
Author: Matt Wolfe, Wolfe Empire Publishing 2012
Edition: 1st
ISBN: 978-0-615-68474-1

Competencies (these can be from the institution, national standards, industry standards, etc.)	Lesson(s)/Modules presented & assessed	Resources & Development Ideas (Optional - this column is helpful when the document is used as a course design worksheet for new development)
1. Identify features and uses of WordPress blogs.	1	
2. Install WordPress on a hosting site and/or set up a blog account at the wordpress.com host.	2	
3. Customize a WordPress site by changing initial settings.	2, 3	
4. Install and modify a WordPress theme.	4	
5. Customize a site by adding widgets.	5	
6. Create and format posts to a blog site.	5, 6	
7. Categorize and tag posts in WordPress.	6	
8. Utilize advanced formatting features to add URLs and graphics.	9	
9. Add plug-ins to a WordPress site.	8	
10. Identify ways to promote readership and subscriptions to a WordPress site.	6, 9	
11. Maintain a blog by backing up data and updating themes.	10	
12. Create a simple commercial website with WordPress.	7	

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Lesson/ Module	Readings & Topics	Lesson Objectives	Assessment & Points
1	Introduction to WordPress	1. Define blog as a place to share information for personal or professional purposes. 2. Define blogging as the process of sharing information on a blog. 3. Define blogger as one who maintains information on a blog; Define WordPress functionality to create and maintain a blog. 4. Define WordPress ease of use, power, scalability, and economic sustainability. 5. Define content as vital to the message of a blog. 6. Define content restrictions due to contractual, legal, and ethical issues. 7. Define blogging as a marketing resource.	(50 points possible) Lesson 1 Quiz (20) 1a: Content Policy Reports (10) 1b: Code of Ethics Report (10) 1c: WordPress feature (10)
2	Setting up your WordPress.com Site	1. Define strengths and limits of WordPress.com website 2. Create a basic blog. 3. Make minor customization changes. 4. Create blog post.	(40 points possible) Lesson 2 Quiz (20) 2a: WordPress Account and Blog Creation Tutorial (10) 2b: WordPress Vocabulary (0)

		5. Define WordPress vocabulary.	(assessed in Quiz) 2c: WordPress Account and Blog Creation Project(10)
3	WordPress Settings	1. Define the differences between WordPress.com and WordPress.org. 2. Configure the Dashboard to make settings changes, including colors, backgrounds, add new pages, and page updates.	(50 points possible) Lesson 3 Quiz (20) 3a: WordPress.com versus WordPress.org (10) 3b: Watch the WordPress Tutorial for Beginners videos (10) 3c: Using the Dashboard (10)
4	WordPress Themes	1. Identify issues related to how copyright and the Rule of Law inform blogging decisions. 2. Define Theme. 3. Demonstrate finding and changing Themes.	(70 points possible) Lesson 4 Quiz (20) 4a: Copyright Issues and blogging paper (10) 4b: WordPress Tutorial for Beginners video report (10) 4c: Watch the WordPress.tv video (10) 4c: WordPress Theme Tutorial (10) 4d: WordPress Theme Project (10)
5	WordPress Widgets	1. Define Widget. 2. Explain use of Widgets. 3. Locate Widgets. 4. Install Widgets. 5. Customize Widgets. 6. Explain blog writing techniques. 7. Post to blog.	(80 points possible) Lesson 5 Quiz (20) 5a: WordPress Widgets Reading Report (10) 5b: WordPress Widgets Video Notes (10) 5c: WordPress Widgets Tutorial (10) 5d: WordPress Widgets Project (10) 5e: Blog writing tutorial (10) 5f: Daily Post (10)
6	Promoting Your WordPress Blog	1. Describe optimizing blog for search engines. 2. Demonstrate categorizing posts. 3. Demonstrate tagging posts. 4. Post to blog.	(90 points possible) Lesson 6 Quiz (20) 6a: Tags & Categories Reports (10) 6b: SEO Reports(10) 6c: SEO Video Notes(10)

			6d: Categories and Tags Tutorial (10) 6e: Categories and Tags Project (10) 6f: Promotion (10) 6g: Daily Post (10)
7	Creating Your Hosted WordPress Site	1. Define the selection issues for a commercial web hosting company. 2. Define creating a website name and password. 3. Define acquisition issues for a commercial website account. 4. Demonstrate opening the cPanel. 5. Demonstrate single-click WordPress software installation. 6. Post to blog.	(140 points possible) Lesson 7 Quiz (20) 7a: Creating a name for your website (10) 7b: Preparing to create your account with a web hosting company (10) 7c: Creating your account with a web hosting company (80) 7d: Daily Post (10)
8	WordPress Plugins	1. Define Plugin. 2. Identify differences between free and commercial Plugins 3. Define the process for selecting Plugins. 4. Locate Plugins. 5. Demonstrate installing Plugins. 6. Post to blog.	(70 points possible) Lesson 8 Quiz (20) 8a: Finding WordPress Plugins (10) 8b: WordPress Plugins Videos (10) 8c: Installing WordPress Plugins Tutorial (10) 8d: Installing WordPress Plugins Project (10) 8e: Daily Post (10)
9	WordPress Advanced Formatting and Functions (Themes; Static Pages; Child Pages; graphics; audio; HTML editing; fonts; YouTube®; polls and surveys; ecommerce; Google® AdWords®)	Locate and update Themes; Create Static Pages; Create Child Pages; Organize and display graphics; Install audio; Describe HTML Editing; Use specialized fonts; Link to YouTube® resources; Create basic polls and surveys; Describe Ecommerce; Install Ecommerce Plugin; Describe the purpose of Google® AdWords®; Post to blog.	(140 points possible) Lesson 9 Quiz (20) 9a: Themes (10) 9b: Static Pages (10) 9c: Child Pages (10) 9d: Graphics (10) 9e: Audio (10) 9f: HTML Editing (10) 9g: Fonts (10) 9h: YouTube®(10) 9i: Polls and Surveys (10) 9j: Ecommerce (10) 9k: Google® AdWords® (10)

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			9l: Daily Post (10)
10	Maintaining Your WordPress Site (Data backup; WordPress updates; Theme updates; mobile app accessibility; subscribers and contributors)	Describe rational for WordPress account backup; Demonstrate back up of WordPress account; Identify new software version alerts; Describe (and/or Demonstrate if applicable) WordPress software update process; Describe WordPress Mobile Apps options; Describe invitation process for subscribers and contributors; Post to blog.	(70 points possible) Lesson 10 Quiz (20) 10a: Backing up your account (10) 10b: Updating your software (10) 10c: WordPress mobile apps options (10) 10d: Subscribers and contributors (10) 10e: Daily Post (10)

Grade/Points

To calculate the points and grading scale, double click on the worksheet below. Modify the Assessment titles, the Number of assessments and the Points per assessment. Total points and the grading scale will be calculated automatically.

Assessment	Number	Points per	Total points
Chapter Quizzes	10	20	200
Lab Exercises /Projects			600
Final Exam			n/a
		Course points	800
	Grading Scale		
90%	A	720	800
80%	B	640	719
70%	C	560	639
60%	D	480	559
	F	0	479