

# COM3505: INTERNET CONTENT MANAGEMENT FOR STRATEGIC COMMUNICATION

---

## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Internet Content Management for Strategic Communication

### Subject Code

COM - Media and Communication

### Course Number

3505

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This is an advanced course on Internet communication, aiming to provide more technically involved training on professional Internet content management for strategic communication. Using various Web 1.0 and Web 2.0 technologies, it introduces the basic functions of the web master, including the management of major web sites, techniques for the remote updating of web pages and collaborations among distributed users. It introduces students to a range of content management systems (CMS) and database systems. It also provides students with a basic knowledge of data mining techniques of Internet contents.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge of principles and applications of data mining techniques	15		x	x
2	Demonstrate knowledge of relationship database and its functions in interactive web sites	15		x	x
3	Perform basic functions of web master	20		x	x
4	Administer content management systems	50	x	x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	Lectures	Main concepts, principles, and operation skills	1, 2, 3, 4	3
2	Case studies	Case studies of database, data analytics, and collaboration systems in communication	2, 3, 4	3
3	Tutorial	Database, content management system, data mining techniques	3, 4	3
4	Data Mining Project	Use statistics and machine learning tools to analyze Internet content in website management systems	4	3

**Assessment Tasks / Activities (ATs)**

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Problem-based assignments: Evaluate students' ability to resolve conceptual and technical problems	1, 2, 3, 4	20	
2	Exercises on web server configuration and database creation	1, 2, 3, 4	20	
3	Group project: Evaluate students' ability to using statistics and machine learning tools to analyze Internet content in website management systems	3, 4	60	

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Assignments

**Criterion**

Evaluate students' ability to resolve conceptual and technical problems

**Excellent (A+, A, A-)**

Student work shows strong understanding of concepts and theories covered in class and demonstrates strong ability to resolve technical problems

**Good (B+, B, B-)**

Student work shows significant understanding of concepts and theories covered in class and demonstrates significant ability to resolve technical problems

**Fair (C+, C, C-)**

Student work shows moderate understanding of concepts and theories covered in class and demonstrates moderate ability to resolve technical problems

**Marginal (D)**

Student work shows basic understanding of concepts and theories covered in class and demonstrates basic ability to resolve technical problems

**Failure (F)**

Student work fails to demonstrate ability to resolve conceptual and technical problems

**Assessment Task**

Exercises on web server configuration and database creation

**Criterion**

Demonstrate knowledge on server configuration and database creation

**Excellent (A+, A, A-)**

Student demonstrates strong individual ability to manage web server and database

**Good (B+, B, B-)**

Student demonstrates significant individual ability to manage web server and database

**Fair (C+, C, C-)**

Student demonstrates moderate individual ability to manage web server and database

**Marginal (D)**

Student demonstrates basic individual ability to manage web server and database

**Failure (F)**

Student cannot demonstrate individual ability to manage web server and database

---

**Assessment Task**

Group project

**Criterion**

Evaluate students' ability to using statistics and machine learning tools to analyze Internet content in website management systems

**Excellent (A+, A, A-)**

Student work demonstrates strong skills of programming and strong ability to applying machine learning algorithms in analyzing Internet content

**Good (B+, B, B-)**

Student work demonstrates significant skills of programming and significant ability to applying machine learning algorithms in analyzing Internet content

**Fair (C+, C, C-)**

Student work demonstrates moderate skills of programming and moderate ability to applying machine learning algorithms in analyzing Internet content

**Marginal (D)**

Student work demonstrates basic skills of programming and basic ability to applying machine learning algorithms in analyzing Internet content

**Failure (F)**

Student fails to demonstrate any ability of programming or data analyzing

---

## Part III Other Information

### Keyword Syllabus

Web master, web database, content management systems (CMS), group collaboration systems, Web 2.0 technology, mash up, application programming interface (API), data mining, machine learning

### Reading List

#### Compulsory Readings

	Title
1	Jenkins, T., & Glazer, D. (2004). Enterprise Content Management Technology: What You Need to Know. Open Text Corporation.
2	Mauthe, A., & Thomas, P. (2004). Professional Content Management Systems: Handling Digital Media Assets. Wiley.
3	Wes McKinney (2013). Python for data analysis. O'Reilly
4	Hanretty, C. (2013). Scraping the web for arts and humanities, U of East Anglia.
5	Pickering, R. (Ed.). (2008). The Webmaster Webmistress Course: How to Be a Web Architect, Web Developer, Site Author or Website Administrator. Amazon Digital Services.
6	Reich, B. & Solomon, D. (2007). Media Rules! Mastering Today' s Technology to Connect with and Keep Your Audience. Wiley.
7	Robbins, J. N. (2006). Web Design in a Nutshell. Sebastopol, CA : O'Reilly.
8	Williams, H. E., & Lane, D. (2004). Web Database Applications with PHP & MySQL. (2nd ed.). O'Reilly Media, Inc.

#### Additional Readings

	Title
1	Nil