

APPROVED

WM6007: Content Management 1

Course Details

Course Code:	WM6007
Course Title:	Content Management 1 APPROVED
Short Title:	CM1
Course Level::	Level 6
Valid From::	2022/2023 Sem 1
Credits::	15
Owner:	Web Media
Assessment Method:	Achievement
Course Aim	The learner will encode multimedia content for specific output platforms and devices and will distribute the content across current web-based communication systems such as content management systems, blogs, podcasts and social media portals. In so doing, the learner will develop the skills and technological awareness to manage content effectively within a new media context.

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Evaluate fundamental concepts and principles of Content Management Systems (CMS).
2	Install and build a fully functioning website utilizing a current open-source CMS applications to a given business level specification.
3	Effectively incorporate encoded media within a website utilizing web servers.
4	Manage and maintain a CMS and apply website security techniques effectively to enhance the security of a website.
5	Utilise basic descriptive statistics to present and evaluate website performance.
Requisites	
No requisites	

No Examinations
Other Controlled Assessments
Assessment Type Viva voce examination
Assessment Type Multiple-choice test
Uncontrolled Assessments
Assessment Type Essay
Assessment Type Project (Group)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
DMK7012	Associate Degree in Digital and Social Media Marketing	1	Programme
BU8012	Transitional Bachelor of Digital Marketing	1	Programme
BWM6000	Diploma in Web Media	1	Programme
BWM7000	Associate Degree in Web Media	1	Programme
BWM7000	Associate Degree in Web Media	2	Programme
BWM8000	Bachelor of Web Media	2	Programme
BWM8000	Bachelor of Web Media	3	Programme
DM6012	Diploma in Digital Marketing	1	Programme
DMK8012	Bachelor of Digital Marketing	1	Programme
DMK8014	Bachelor of Digital and Social Media Marketing	1	Programme
DSM6001	Diploma in Social Media Marketing	1	Programme
No Code Yet	Bachelor of Web Media (Updated)	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme
TBC	To be deleted	1	Programme