Course Title: WordPress - Basic

Course Description:
Create and manage websites using this popular content management system.

Course Prerequisite(s):
Familiarity with the Internet

Course Objectives:
Select and install a WordPress theme. Demonstrate use of WordPress dashboard to manage website content.

Certification Notes:
Part of Digital Marketing Certificate Series

Next Class Possibilities:
Wordpress – Intermediate
Wordpress – Advanced
E-Commerce for Wordpress – Basic
Internet Marketing Using YouTube

Textbook(s):
WordPress for Dummies, 8th Edition (Optional)

Lesson Plan – by week or session
Session 1: Introducing WordPress
  • What is WordPress
  • What WordPress can do for You
  • WordPress.com vs. WordPress.org
  • Setting Up WordPress
  • Your WordPress Login
  • Creating Users
Session 2: Getting Started With WordPress
  • Exploring WordPress
  • WordPress Posts vs. Pages
  • Creating Posts & Pages
  • Formatting WordPress Posts & Pages
  • Scheduling WordPress Posts & Pages
Session 3: Flexing & Extending WordPress
  • WordPress Categories & Tags
  • Understanding Plugins & Themes
  • Installing Plugin & Themes
  • Media Management
Session 4: Customizing WordPress

9/5/2017
• Using WordPress Widgets
• Creating a Custom Menu
• Understanding Templates
• Tweaking Themes

Session 5: Managing Comments
• Adding a Blog to Your Website
• WordPress Blogging Basics
• Establishing Your Publishing Routine

Session 6: End Of Class Review
• WordPress Security
• Search Engine Optimization (SEO)
• Upgrading, Backing Up and Migrating

Course Sessions: listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student’s responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

http://www.collin.edu/studentresources/personal/studenthandbook.aspx