UNIVERSITY OF BORÅS

Content Management
Content management
7.5 credits
7.5 högskolepoäng

Ladok Code: 31FCU1
Version: 2.0
Established by: Utskottet för utbildningar inom bibliotek, information och IT 2016-05-31
Valid from: Autumn 2016

Education Cycle: First cycle
Main Field of Study (Progressive Specialisation): Information Architecture (G1N), Library and Information Science (G1N)
Disciplinary Domain: other
Prerequisites: General entry requirements only.
Subject Area: Library and Information Science
Grading Scale: Seven-degree grading scale (A-F)

Content

In this course the student will develop skills in appropriately organising the content of a website or an information product. This includes the creation and use of controlled vocabularies, taxonomies, labelling and categorisation with regard to:

- Navigational support
- Target group adapted information architecture
- Structuring of content in a content management system (CMS)
- Metadata and search engine optimisation

Learning Outcomes

After having passed the course the student should be able to, concerning:

Knowledge and understanding
1.1 Define and describe the relationships between central concepts of content management.
1.2 Explain the principles of information architecture in relation to the organisation of content.
1.3 Explain the role of different types of metadata for the representation of the content.

Competence and skills
2.1 Adapt the navigational structure of a website to different audiences and devices.
2.2 Analyse and describe the information architecture of a website or an information product.
2.3 Perform target group adapted search engine optimisation of a website through the use of metadata.

Judgement and approach
3.1 Evaluate and scientifically argue for the appropriateness of an information architecture.
3.2 Demonstrate the ability to evaluate strategies for content management with regard to sustainable web development.

Forms of Teaching

Teaching forms comprise:

- lectures
- exercises
- seminars

The language of instruction is English.

Forms of Examination

Examination of the course occurs through:

- Seminar: Controlled vocabularies
Learning outcomes: 1.1, 1.2, 1.3
Credits: 1.5
Grading scale: U-G

- Written assignment: Website analysis
Learning outcomes: 1.1, 1.3, 2.2, 2.2, 3.2
Credits: 3.0
Grading scale: A-F

Project work: Organisation of web content
Learning outcomes: 1.2, 1.3, 2.1, 2.3, 3.1
Credits: 3.0
Grading scale: A-F

For the grade E on the whole course, at minimum the grade E is required on the course components Report: Website analysis and Project: Organisation of web content, as well as the grade G on the course component Seminar: Controlled vocabularies. The grade for the whole course is determined by the weighted average of the grades for the course components Report: Website analysis and Project: Organisation of web content, by translating these grades into a numerical grading scale.

Seminars can be replaced by other forms of examination specified in the course syllabus if the student has failed to fulfil the seminar requirements, or has been absent.

In the event of changes in the course syllabus, students who wish to complete courses can be examined on the basis of the most recent version of the syllabus. For courses that are no longer running, students who wish to complete such courses can participate in all of or parts of an equivalent course.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Methods

Harpring, Patricia (2010). Introduction to Controlled Vocabularies : Terminology for Art, Architecture, and Other Cultural Works. Getty Publications. Kap 2-3. (Approx. 35 pages) [Accessible electronically]

Killoran, John B. (2013). How to use search engine optimization techniques to increase website visibility. IEEE Transactions on Professional Communication, vol. 56, no. 1, pp. 50-66.

Rockley, A., & Cooper, C. (2012). Managing enterprise content: A unified content strategy (2nd ed.). Berkeley, CA: New Riders. 384 pages. [Accessible electronically]

Rosenfeld, L., Morville, P. & Arango, J. (2015). Information architecture: for the Web and beyond. (4. ed.) Sebastopol: O'Reilly. 486 pages. [Accessible electronically]

Student Influence and Evaluation

Students assessments of courses will be systematically collected in written and/or oral form and reported back to students. Assessments will form the basis of the future development of courses. See further the University's policy for course evaluation: the University College of Borås, 7th June 2005, dnr 56-02-10.

Miscellaneous

The course is a freestanding course.