

## TECH06057 Building your online presence

<b>Full Title</b>	Building your online presence		
<b>Status</b>	Uploaded to Banner	<b>Start Term</b>	2019
<b>NFQ Level</b>	06	<b>ECTS Credits</b>	05
<b>Module Code</b>	TECH06057	<b>Duration</b>	Semester - (13 Weeks)
<b>Grading Mode</b>	Numeric	<b>Department</b>	Business, Humanities and Tech
<b>Module Author</b>	Egbert Polski		

### Module Description

This module provides the participants with the tools to create an online presence for their business. Participants will go through the planning and implementation process for a simple webshop. Side considerations like payment systems, online selling obligations etc are part of this process.

### Learning Outcomes

**On completion of this module the learner will/should be able to:**

1. Describe relevant components of user experience (UX)
2. Demonstrate an ability to define the audience and perform audience segmentation
3. Demonstrate an ability to plan content appropriately and analyse outcomes
4. Select hosting, register domain names and plan a website
5. Apply social media and other features to a website
6. Reflect on the intrinsicalities of online selling
7. Propose solutions to drive traffic to a website

### Indicative Syllabus

#### User Experience

Web design principles, user focused design, universal design and accessibility, storyboarding, web usability, mobile vs desktop, guide path for user to the point of conversion, website testing

#### Audience identification

For whom is the online offer / website intended? What is the target audience? How can sub-segments of the audience be defined (and served)?

#### Content planning

Content follows target audience. Intended visitor action, call to action. Copyright issues

#### Selling online

Basic online consumer law, distance selling rules, fulfilment, delivery, returns, transborder trade, payment systems, advantages/disadvantages and costs of different payment systems

#### Hosting

Domain names, domain registries, webspace, website builders, CMS, professional web design, cost of going online

#### Publicising and Promoting Website

Search engine registration, search engine optimisation, paid promotional services, social media linking, use of analytical tools, monitoring traffic

### Teaching and Learning Strategy

Module will be delivered in blended learning and mixed delivery mode. Asynchronous elements are combined with synchronous attendance elements. Asynchronous elements might comprise of online delivered content and/or flipped classroom approach (participants working through material on their own preparing face to face synchronous sessions).

Material, instructions, repository, and submission facilities are provided through the GMIT learning management system Moodle.

Face to face time with the lecturer will be facilitated to assist the participants in their learning.

### Assessment Strategy

Assessments are being carried out according to defined institute and programme assessment strategies and are in line with Code of Practice No. 3 Student Assessments: Marks and Standards.

The students will build a portfolio of work over the duration of the module.

At the discretion of the lecturer a student might be required to attend a session to defend their work.

All assessments listed are indicative examples. Definitive list of assessments decided by the lecturer.

### Repeat Assessment Strategies

The participant will have to submit a portfolio of work as defined by the lecturer over a set period of time. Depending on the circumstances and at the discretion of the exam board, the participant might be asked to complete an incomplete portfolio.

The participant, at the discretion of the lecturer, might be required to attend a session to defend their work.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Assignment	Website Expos	20 %	Week 4	1,2,3
Assignment	Research hosting options	15 %	Week 6	4,6,7
Assignment	Research payment systems and costs	15 %	Week 8	6
Assignment	Create a live website using a website builder	30 %	Week 11	1,3,5
Assignment	Active participation in group discussion	20 %	Week 12	1,2,3,4,5,6,7

Blended Delivery Mode Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Online Learning	Supported self-directed learning	Online	2	Weekly	2.00
Tutorial	Practical labs and group tutorial to support learning	Computer Laboratory	4	Monthly	1.00

### Required Reading Book List

Jason, J., (2014). *The Principles of Beautiful Web Design*. Sitepoint Pty Limited.  
ISBN 0992279445 ISBN-13 9780992279448

### Recommended Reading Book List

Patrick, S., (2016). *Web Style Guide*. Yale University Press.  
ISBN 9780300211658 ISBN-13 0300211651

### Online Resources

[National Disability Authority \(NDA\) - Centre for Excellence in Universal Design - Web Accessibility Techniques for Designers](#)  
[w3schools.com](#)

[Web Style Guide by Patrick J. Lynch and Sarah Horton](#)

**Programme Membership**

GA\_BSMEC\_S06 201900 Certificate in Digitalisation for SMEs (Digital Media and Marketing)