CMS 301 Global Network Communications
3 Credit Hours

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Course Description
An examination of the research, educational, social, and business applications of the internet and World Wide Web. Students explore virtual environments and master research strategies and online information retrieval; plan, design, and maintain personal websites; and develop and implement a plan for marketing a product or service on the internet. Prerequisite: CSA 109, or competence.

Required Text
None

Course Objectives
This course is designed to stimulate the student’s thinking regarding the most powerful and efficient ways to utilize the internet for research, education, business and personal communication, and organizational sales and marketing. The material covered will prepare students to capitalize on the communications power of the internet to gain knowledge, communicate to a broader audience, and create and grow organizations via websites and social media.

Specific course objectives include:
- Increasing the student’s awareness of research and educational applications of the internet
- Understanding how to use the internet to communicate to a broader audience, both professionally and personally, through social media applications on the internet
- Understanding how to design, create, and maintain a website; and
- Understanding how to develop an informational and/or marketing plan for use on social media sites on the internet.
- Practicing decision making about ethical and social responsibility issues

Course Grading
The final course grade will be composed of the following:
1. A brief project reflecting the use of the internet for research or educational purposes – 30 pts
2. Creation of a personal or business website – 40 pts
3. A brief marketing plan reflecting the use of social networking sites – 30 pts

Projected Grade Distribution will be as follows:
A  90 – 100 points
B  80 – 89 points
C  70 – 79 points
D  60 – 69 points
F  <60 points
Absences
One absence will have no effect on your grade. Two absences will result in the lowering of your grade by one letter. Three absences will result in failure of the course. Exceptions to this policy will be made rarely, only in the most uncontrollable of personal situations, and completely at the discretion of the instructor. Please plan on being present at all classes.

Academic Integrity
The Doane College Academic Integrity Policy will be adhered to in this class. In the course of your preparation for papers, examinations, projects, and presentations you will be asked to work with others and/or rely on the opinions, writings, or research of others. This is perfectly acceptable and in most instances is expected. However, when you use another’s words, ideas, or opinions—cite it! I fully expect that your ideas will from time to time spring from the ideas of others. Let me know when you are using those ideas, and whose ideas they are. The use of other sources without proper citation is unfair to the source and to you. It will result in failure of the project, examination, or paper in which the reference was used and will possibly result in failure of the course.