

COURSE OUTLINE

ENTR-110

Basic Website Development

1 Semester Hour

HOWARD COMMUNITY COLLEGE

Description

In this course the entrepreneur works with others to develop a website appropriate for the business. The entrepreneur learns how the web can work for the business and how to most effectively establish a presence on the web. The entrepreneur works with an expert to define meaningful information about their company and its products or services. The information is then put up on the Website where it can be viewed in an interactive manner. Prerequisite: ENTR-102, ENTR-103 or ENTR-108. (1 hour weekly)

Overall Course Objectives

Upon completion of basic Website Development the entrepreneur will be able to:

1. Describe how to use the web as a marketing tool.
2. Identify pertinent components of a business website.
3. Create a business website with assistance.
4. Discuss how to capitalize on their website.

Major Topics

- I. Using the World Wide Web as a tool for marketing your business.
- II. Integrating your marketing strategy with your website.
- III. Attracting visitors to your website.
- IV. Converting visitors to paying customers.

Evaluation and Grading

Summary evaluation will be based on the student/entrepreneur's oral presentation or written summary and documented progress towards building a business.

Other

This course is a Business elective.