

SAN DIEGO COLLEGE COMMUNITY COLLEGE DISTRICT  
COLLEGE OF CONTINUING EDUCATION  
COURSE OUTLINE

**SECTION I**

**SUBJECT AREA AND COURSE NUMBER**

COMM 681

**COURSE TITLE**

CONTENT MANAGEMENT SYSTEMS I

**TYPE COURSE**

NON-FEE

VOCATIONAL

**CATALOG COURSE DESCRIPTION**

This course introduces students to CMS (content management systems). A CMS is a software application that allows users to build and manage a website without having to code it from scratch. Topics covered include planning for a CMS based website, installation, database setup, controlling the administrative section, optimizing media, and creating and modifying content, as well as how to add customization to themes using Cascading Style sheets (CSS). Students can use this knowledge to pursue further course of study towards a career in front-end web development. (FT)

**LECTURE/LABORATORY HOURS**

120

**ADVISORIES**

COMM 670 Web Development Fundamentals; and  
COMM 671 Soft Skills in Web Development; and  
COMM 672 Web Programming: HTML and CSS  
COMM 673 User Interface Design; and  
COMM 674 Modern Web Development Tools; and  
COMM 675 Web Development Special Topics.

**RECOMMENDED SKILL LEVEL**

Possess a 10th grade reading level; ability to communicate effectively in the English language.

## INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility  
SDCCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication  
SDCCE students demonstrate effective communication skills.
3. Critical Thinking  
SDCCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development  
SDCCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.
5. Diversity, Equity, Inclusion, Anti-racism and Access  
SDCCE students critically and ethically engage with local and global issues using principles of equity, civility, and compassion as they apply their knowledge and skills: exhibiting awareness, appreciation, respect, and advocacy for diverse individuals, groups, and cultures.

## COURSE GOALS

1. Learn the difference between a static website and a CMS (content management systems) driven website.
2. Gain an understanding of the key differences in local and remote hosting solutions.
3. Learn how to use the WordPress dashboard to manage and customize users of the website.
4. Learn how themes can be used to alter the design and functionality of a WordPress website.
5. Learn the difference between posts and pages.
6. Learn the purpose of ensuring a WordPress website is secure.

## COURSE OBJECTIVES

Upon successful completion, the student will be able to:

1. Identify key features that CMS websites are capable of in comparison to static websites.
2. Setup and deploy WordPress on a remote web server using My Structured Query Language (MySQL), cPanel and the WordPress install file.
3. Apply the appropriate WordPress user roles and use the dashboard to manage and customize user website access capabilities.
4. Customize the look, feel, and functionality of a WordPress website using WordPress themes.
5. Build a WordPress website utilizing page content that is universal in nature as well as regularly published content that will appear in reverse chronological order.
6. Select and use appropriate plugins to secure a WordPress website from online attacks and to mitigate website downtime.

## **SECTION II**

### **COURSE CONTENT AND SCOPE**

1. Introduction to CMS (content management systems)
  - 1.1. What is a CMS
  - 1.2. CMS vs static websites
  - 1.3. Types of CMS
  - 1.4. Various methods of using a CMS
  - 1.5. Pros and Cons of using a CMS
  - 1.6. CMS Terminology
  - 1.7. Languages used in a CMS
    - 1.7.1. Hypertext Markup Language (HTML) in a CMS
    - 1.7.2. CSS in a CMS
    - 1.7.3. JavaScript in a CMS
    - 1.7.4. Hypertext Preprocessor (PHP) in a CMS
  - 1.1.1. MySQL in a database
2. Getting Started With a CMS
  - 2.1. Planning for a CMS
    - 2.1.1. Establishing goals
    - 2.1.2. Identifying site requirements
    - 2.1.3. Project checklist
    - 2.1.4. Content Inventory
  - 2.2. Using a CMS
    - 2.2.1. Remote vs. local environments for a CMS
    - 2.2.2. Using a local environment
    - 2.2.3. Using a remote environment
3. CMS Administration (Admin) Center
  - 3.1. Overview of the CMS interface
  - 3.2. Using the dashboard
  - 3.3. Customizing the Admin panel
  - 3.4. Setting up roles
    - 3.4.1. Users
    - 3.4.2. Contributors
  - 3.5. Managing comments
  - 3.6. Managing spam
  - 3.7. Managing media
  - 3.8. Editing settings
  - 3.9. Personalizing the admin area
4. Customizing the CMS
  - 4.1. What is a theme?
  - 4.2. Researching themes
  - 4.3. Using themes

- 4.4. Installing themes
- 4.5. Modifying themes
- 4.6. Controlling themes
- 4.7. Customizing themes
- 4.8. Changing themes

COURSE CONTENT AND SCOPE (CONTINUED)

- 4.9. Deleting themes
- 5. Content Management
  - 5.1. Content
    - 5.1.1. Posts
    - 5.1.2. Pages
    - 5.1.3. Posts vs pages
    - 5.1.4. Media
    - 5.1.5. Managing content
  - 5.2. Content types
    - 5.2.1. Content blocks
    - 5.2.2. Text blocks
    - 5.2.3. Image blocks
    - 5.2.4. Media blocks
    - 5.2.5. Layout blocks
    - 5.2.6. Reusable blocks
  - 5.3. Working with content
    - 5.3.1. Creating content
    - 5.3.2. Editing Content
    - 5.3.3. Content properties
    - 5.3.4. Publishing content
    - 5.3.5. Deleting content
    - 5.3.6. Working with taxonomies
    - 5.3.7. Featuring content
    - 5.3.8. Publishing content
  - 5.4. Creating navigation
    - 5.4.1. Types of navigation
    - 5.4.2. Creating a custom menu
    - 5.4.3. Hierarchal menus
  - 5.5. Plugins
    - 5.5.1. What are plugins
    - 5.5.2. Researching plugins
    - 5.5.3. Installing plugins
    - 5.5.4. Plugin modifications
    - 5.5.5. Deleting plugins
    - 5.5.6. Plugin suggestions
  - 5.6. Forms
    - 5.6.1. Types of forms
    - 5.6.2. Methods of creating forms
    - 5.6.3. Modifying forms
    - 5.6.4. Creating forms
- 6. Publication

6.1. Security

6.1.1. Is your site secure?

6.1.2. Updating your CMS

6.1.3. Monitoring site health

6.1.4. Secure Socket Layer (SSL) certificate

COURSE CONTENT AND SCOPE (CONTINUED)

6.1.5. User accounts and security

6.1.6. Tools in aiding with security

6.1.7. Recovering from a problem

6.1.8. Comments and spam

6.1.9. Firewalls

6.1.10. Customizing files for security

6.2. Accessibility

6.2.1. Web accessibility overview

6.2.2. Assistive technology

6.2.3. Creating accessible content

6.2.4. Testing your content for accessibility

6.2.5. Tools to aid in accessibility

6.3. CMS site migration

6.3.1. Changing hosts

6.3.2. Changing domains

6.3.3. Moving from local development to live

6.3.4. Migration Tools

6.3.5. Common problems and solutions

6.3.6. CMS website speed and performance

APPROPRIATE READINGS

Appropriate readings may include, but are not limited to, textbook, supplemental reading assignments, industry-related periodicals or magazines, manuals, online help pages, articles posted on the Internet, and information from Web sites, online libraries, and databases. Topics should be related to CMS systems, installing, and managing databases and may include information related to the differences between static websites versus dynamic content management systems.

WRITING ASSIGNMENTS

Typical writing assignments may include completing assigned reports, providing written answers to assigned questions, performing internet research and reporting on that research. An example would include a research report and comparison on the use of various plugins to solve a specific issue.

OUTSIDE ASSIGNMENTS

Assignments may include, but are not limited to appropriate internet research, reading, preparing reports and studying as needed to perform successfully in class. An outside assignment could include a student researching how they could change domain names and

hosting for their WordPress website and write a discussion post on the steps they used to resolve this issue.

### APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include but are not limited to the ability to select and install an appropriate theme for a specific niche business and customization of that theme by utilizing editors, plugins and code-based customizations.

### EVALUATION

Evaluation methods may include, but are not limited to, performance in a variety of activities and assignments, such as creating specified deliverables, a website that meets current web standards and demonstrates a student's understanding of common CMS-related languages and technologies. Additional methods of evaluation may include quizzes, class participation, written and practical tests, attendance, and punctuality.

Upon successful completion of all courses in the program a Certificate of Program Completion will be issued.

### METHOD OF INSTRUCTION

Methods of instruction, may include, but are not limited to, lectures in-class and online discussions, online hands-on demonstrations, computer-assisted instruction, field trips, and laboratory assignments. An example could include a discussion of how to customize a WordPress theme, with students then researching available plugins to learn how they can enhance a website, and then presenting their findings to the class.

This course, or sections of this course, may be offered through distance education.

### TEXTS AND SUPPLIES

Books:

WordPress: The Missing Manual: The Book That Should Have Been in the Box Matthew MacDonald, O'Reilly Media, current edition

Online Video Training:

<https://www.linkedin.com/learning/>

Supplies:

- Optional: Pen, journal (composition book), notebook paper and a soft 3-ring binder, or a one-subject 110 sheet college ruled notebook; and
- Optional: Appropriate storage media such as a USB Drive, external hard drive, or cloud-based storage; and
- Required: Access to a web hosting platform that supports the installation of a CMS and database.



PREPARED BY Emily Kay DATE May 3, 2023

REVISED BY \_\_\_\_\_ DATE \_\_\_\_\_

Instructors must meet all requirements stated in Policy 5500 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 5500  
California Community Colleges, Title 5, Section 55002  
College of Continuing Education Catalog