New Course Request

Check Appropriate Boxes:  Undergraduate credit [✓]  Graduate credit [ ]  Professional credit [ ]

1. School/Division: Informatics
2. Academic Subject Code: NEWM-N
3. Course Number: 413  (must be cleared with University Enrollment Services)
4. Instructor: Prof. Edgar Huang
5. Course Title: Advanced Web

Recommended Abbreviation (Optional) __________________________ (Limited to 52 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Fall 2010
7. Credit Hours: Fixed at _______ 3 _______ or Variable from ____________ to ____________
8. Is this course to be graded S-F (only)? Yes [ ] No [✓]
9. Is variable title approval being requested? Yes [ ] No [✓]

10. Course description (not to exceed 50 words) for Bulletin publication: P: N313. A survey of advanced issues in Web site design, maintenance, and enhancement. Possible topics include Web analytics, clickstream analysis, ads and other revenue opportunities, payment systems, attracting visitors, and search engine optimization.

11. Lecture Contact Hours: Fixed at _______ 3 _______ or Variable from ____________ to ____________
12. Non-Lecture Contact Hours: Fixed at _______ 0 _______ or Variable from ____________ to ____________
13. Estimated enrollment: _______ 25 _______ of which _______ 0 _______ percent are expected to be graduate students.
14. Frequency of scheduling: F/S [ ] Will this course be required for majors? ________________
15. Justification for new course: Redesign of New Media Curriculum
16. Are the necessary reading materials currently available in the appropriate library? Yes [✓]
17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.
18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.
19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: 

M. Pauline Becker  Date: 6/30/2009
Department Chairman/Division Director

Approved by: 

[Signature]  Date: 1/July 2009
Dean

Dean of Graduate School (when required)  Date: ____________

Chancellor/Vice-President  Date: ____________

University Enrollment Services  Date: ____________

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

UPS 724

University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow;
Department/Division—Pink; University Enrollment Services Advance—White
Course Outline

Course Number: N413

Course Title: Advanced Web

Credits: 3 hours

Instructor: Staff

Course Description
A survey of advanced issues in Web site design, maintenance, and enhancement. Possible topics include Web analytics, clickstream analysis, ads and other revenue opportunities, payment systems, attracting visitors, and search engine optimization.

Prerequisites: N313

Course Outcomes: After completing this course, you should be able to:
- Discuss the advantages and challenges of using Web analysis tools
- Apply an available Web analysis toolkit to a Web site
- Interpret Web analysis reports
- Describe opportunities for revenue generation on Web sites

IUPUI PULs: This course incorporates the IUPUI Principles of Undergraduate Learning, especially Critical Thinking. Building software tools involves analyzing requirements, evaluating alternative designs, and applying knowledge to create a good result, all elements of critical thinking. The course also involves Core Communication and Quantitative Skills, in that you will discuss your designs with other class participants, and analyze the quantitative information provided by Web analysis tools.

Recommended Texts:

Web Analytics: An Hour a Day
Avinash Kaushik
Wiley, 2007

Advanced Web Metrics with Google Analytics
Brian Clifton
Wiley, 2008
Topic, by Week (tentative schedule)

1. Intro to course
2. Overview of logfiles, counting clicks
3. Overview of Web reporting systems
4. Report types
5. Google Analytics
6. Implementing Google Analytics
7. Interpreting Google Analytics reports
8. Designing for analysis: Best practices
9. Search engine optimization
10. Attracting visitors
11. Generating repeat traffic
12. Revenue opportunities
13. Payment systems, non-commercial revenue
14. Multichannel marketing
15. Web statistics and the organization
16. Future tools for Web analysis

Equipment: You will need some form of portable storage, such as a USB thumb drive, for saving your work.

Communication: All class documents, including the syllabus and assignments, will be posted on OnCourse. Feel free to email me at any time with questions or concerns.

Class Format: Our time in the classroom will combine lecture, demonstration, discussion, and hands-on lab exercises.

Reading Assignments: The textbook is a good resource for additional explanation of many of the concepts covered in class. Additional class materials will be available through OnCourse.
**Homework:** All assignments will be discussed during class and posted on OnCourse. In some cases, we will use classroom time to get started on an assignment, but you will also need to work on your own outside of class time to complete some assignments.

**Workload:** Becoming proficient in anything requires an investment of time and effort. This class will include a number of homework assignments, designed to let you practice and experiment with the concepts we are learning. As you budget your time for the semester, you should anticipate spending several additional hours per week on this course.

**Due Dates:** Assignments are due at the beginning of class, unless specified otherwise. Late assignments will be accepted only in a 24-hour window past the assignment date, and only for half-credit. There are no exceptions.

**Grading:** Your performance in the course is measured by the points you accumulate on homework assignments, lab exercises and presentations, and quizzes, with weights as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lab activities</td>
<td>40%</td>
</tr>
<tr>
<td>Homework assignments</td>
<td>30%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>30%</td>
</tr>
</tbody>
</table>

Grades are based on points according to the following:

90 to 100 → A, 80 to 89 → B, 70 to 79 → C, 60 to 69 → D, 0 to 59 → F

**Attendance:** Attendance in class has been shown to contribute to academic success. At IUPUI, attendance in class is mandatory.

**Class Courtesy:** Come to class on time and be prepared. Turn off your cell phone and other noisy devices. Don’t do homework, answer email, or engage in conversation during class. Listen to your classmates when they are asking questions or presenting their work. Do not bring children with you to class.

**Plagiarism:**
Plagiarism is the use of the work of others without properly crediting the actual source of the ideas, words, sentences, paragraphs, articles, music, or pictures. Using other students’ work (with or without their permission) is plagiarism if you don’t indicate who did the work. Plagiarism is cheating. It is a serious offense and will be punished.

All students should read the IUPUI Code of Student Rights, Responsibilities, available at [http://www.iupui.edu/code](http://www.iupui.edu/code). This document describes your rights and responsibilities as an IUPUI student.