

 Yukon University	School of Business & Leadership
	MMC 112
	Online Publishing and Digital Marketing
	Winter 2025 - 2024-02 Number of Credits: 3
Course Outline	

INSTRUCTOR: Mark Rutledge, CDP RGD

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OFFICE LOCATION: T1032 (Next to Multimedia Lab)

OFFICE HOURS: Drop-In: Mondays 10am-12pm and 4-5pm (excluding holidays) or

By appointment: Please contact me to schedule a meeting.

COURSE DESCRIPTION

This course provides a comprehensive overview of the fundamental principles of web design and digital marketing.

Through hands-on exploration of web platforms and content management systems, students will learn to conceptualize and create digital marketing campaigns that adhere to international standards and prioritize inclusivity and diversity.

By the end of the course, students will possess the tools and expertise to craft compelling online experiences across major browsers and mobile devices to drive meaningful engagement with their target audience.

COURSE REQUIREMENTS

Prerequisite(s): none

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:

<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

The successful completion of this course indicates that the student has reliably demonstrated the ability to:

- Identify and describe the evolution of online publishing and the fundamental protocols for transmitting information on the internet.
- Analyze and select appropriate platforms to use in the creation of websites using industry standard tools.
- Create a digital marketing strategy and associated communication assets for use in the development of an online promotional campaign that considers diverse perspectives.
- Build and implement a promotional campaign using web design techniques and content management systems.
- Evaluate web pages using various services and analytical tools to ensure campaign effectiveness and accessibility.

COURSE FORMAT

Weekly breakdown of instructional hours

Classes run once a week for approximately 3 hours. Students are expected to arrive before class begins to log-in to their computer workstation and prepare for class.

Most class modules include an assignment used to reinforce and understand the practical application of the concepts covered.

Some class time will be allotted for working on assignments, but students should expect to require 4 or more additional hours of time outside of class each week for completing assignments. The multimedia computer lab has some dedicated and open hours for independent work. Lab schedules and protocols will be presented in the first class.

Delivery format

Classes are delivered face-to-face in the Multimedia lab (room T1030) at YukonU's Ayamadigut campus in Whitehorse.

Conventional lecture and demonstration methods are used to present the theory portion while hands-on demonstrations, projects and assignments are utilized to reinforce and complement the theory.

During class time the instructor will introduce tools and concepts which will then be applied through instructor-led, hands-on software lessons. This will be supplemented by independent, self-directed exercises and assignments.

EVALUATION

Assignments	50 %
Blog Posts	10 %
Final Project	35%
Participation	5%
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

No textbooks are required for this course.

Selected online resources and readings will be provided in class.

RELATED COURSE REQUIREMENTS & LEARNING MATERIALS

The course is delivered in the multimedia computer lab (room T1030) and involves extended periods of time working on computers.

All computer hardware and software required for the course is provided on the computer workstations in the lab.

Students are expected to have fundamental digital literacy and should be able to effectively navigate operating systems and web browsers to manage files and folders and be able to organize, copy, move, and delete files efficiently.

Though software specific instruction is part of the course, instructors are unable to provide individual assistance on computer fundamentals.

Students unable to demonstrate these basic computer skills will struggle to successfully complete the course.

Students may be required to access online tools and resources and should be prepared to apply and remember various passwords. Instructors are unable to assist with lost or forgotten passwords.

All classes and assignments will be created and delivered using the online Moodle learning management system. Some instruction on required basic functionality will be covered in class and additional resources are included on the course page and through the [Learning Resources](#) page on YukonU's website.

Though it is not required for you to own your own computer to successfully complete this course, acquiring a personal computer and the associated course software can be beneficial for optimal learning.

Students should be prepared to utilize cloud storage options or purchase a USB flash drive or external hard www.yukonu.ca

drive to backup and transfer files. Failure to properly backup work could result in loss of files and the inability to recover content.

The lab environment is accessed by various user groups and can be busy and loud. Students should consider using ear plugs or headphones for working in the lab both in and outside of regularly scheduled class times.

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact [Accessibility Services](#) for resources or to arrange academic accommodations: access@yukonu.ca.

TOPIC OUTLINE

Week	Theme
1	Introduction to Online Publishing and Digital Marketing
2	Understanding the Digital Landscape and Audience
3	Basics of Web Design and Content Creation
4	Content Management Systems (CMS)
5	Digital Marketing Strategies
6	Search Engine Optimization (SEO)
7	Social media and Online Publishing
8	Paid Advertising and Pay Per Click (PPC)
9	Analytics and Evaluation
10	Capstone Project Introduction - Residential Schools in Canada
11	Capstone Project Working Time - Residential Schools in Canada
12	Capstone Project Working Time - Residential Schools in Canada
13	Capstone Project Presentations - Residential Schools in Canada