
2021-22 ACADEMIC COURSES

WEB 133 : DIGITAL STRATEGY

In this course, students will learn about the technologies and techniques used to increase Web site traffic and reach, as well as how to track user activity and evaluate the impact of Web site changes via analytics. Search engine optimization, content strategy, social media, and conversion rate optimization are all considered. Previous experience with HTML is recommended. This course was previously WEB 233.

Level I Prereq: Academic Reading and Writing Levels of 6

Description	Hours
Credits	4
Lecture Hours	60
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	60

Accurate as of 12/08/2021 Information is subject to change without notice.

2021-22 Class offerings by semester

Swipe left to see full chart