

# Undergraduate Certificate - Web 2.0

The undergraduate certificate in Web 2.0 surveys the concepts, tools, and best practices used to build websites, blogs, forums, discussion boards, online communities, and wikis. You will review the various methods of posting information from blogs into webpages using RSS and Atom techniques, and will examine how Web 2.0 has increased global communication, information sharing, and business success in many industries. Prior experience with scripting languages such as JavaScript® is recommended.

After completing this certificate, you may consider pursuing your CIW® JavaScript Specialist, CIW Web Foundations Associate, or CIW Web Design Specialist certification.

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## Certificate Objectives

Upon successful completion of this certificate, the student will be able to:

- Analyze the architecture, directory structures, document flow, and protocols of the World Wide Web; also differentiate between the technologies, practices, and management issues in Web 1.0 and Web 2.0.
- Appraise the trends and the potential of Web 2.0.
- Profile the tools for building blogs, wikis, forums, discussion boards, and other Web 2.0 technologies.
- Design blogs using Web 2.0 tools for blogging, photo sharing, and social networking.
- Evaluate the principles and practices to manage the users of Web 2.0 tools and technologies.
- Analyze social networking and examine its impact on business processes and relationships.
- Assess the psychological and sociological aspects of Web 2.0.
- Appraise marketing and branding concepts in relation to Web 2.0.

## Certificate Requirements (18 semester hours)

Code	Title	Semester Hours
WEBD121	Web Development Fundamentals	3
WEBD122	Introduction to Web Analytics	3

WEBD220	Web 2.0 Fundamentals	3
WEBD221	Intermediate Web Development	3
WEBD241	Web Development Using JavaScript	3
WEBD300	User Interface Design	3
Total Semester Hours		18