

# COM2501: INTERNET COMMUNICATION

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Internet Communication

### Subject Code

COM - Media and Communication

### Course Number

2501

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

COM1501 Internet Communication or EN3515 Internet Communication

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The course aims to provide students with a broad range of knowledge and skills regarding Internet communication through the World Wide Web and other forms of electronic communication. It will survey the development of the Internet and

the Internet communication process, analyze the impact of Internet communication on the society and the major issues arising from Internet communication, and discover the social values and implications of various Internet applications. It will also allow students to learn the professional skills in the design, deployment, and administration of websites and create functional and innovative websites through applying various approaches of effective communication.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze the trends and development of the Internet	x		
2	Assess the main impact of the Internet on society and communication behaviour	x	x	
3	Analyze the social values and implications of various Internet applications	x	x	
4	Discover effective tools to communicate on the Internet		x	x
5	Develop business plans for commercial and non-profit Internet communication		x	x
6	Apply design principles and techniques and various mark-up/programming languages/software to create functional and innovative Internet communication projects, such as websites, blogs, and social media channels		x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	- Analyze the development of the Internet in various countries - Examine key cases of Internet companies and operations (philosophy, business model and operation) -Assess the impact of the Internet at both the macro and micro levels through specific cases	1, 2, 3  5 weeks

2	Lectures & discussion	Analyse various forms of Internet communication (websites, email, search, blogs, forums, video conferencing, voice over IP, social media platforms)	3, 4	1 weeks
3	Exercises & tasks	- Apply the principles of colour coordination, layout, and visual design - Apply mark-up/ programming languages and software to construct websites and various Internet communication projects	5, 6	7 weeks

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Participation: participating in class discussion and lab exercises	1, 2, 3, 4	10
2	Individual Assignment: Constructing a full-blown website: Creativity in concept, design, and content (20%) Look and feel (20%) Usability (20%) Content (20%) Technical performance (20%)	1, 2, 3, 4, 6	30
3	Midterm test	1, 2, 3, 4	20
4	Group Project: Developing a business plan for a start-up web/ Internet communication company/operation: Originality/creativity (25%) Analysis of market/trends (25%) Business/operation model (15%) Visualization (15%) Technical features (10%) Presentation (10%)	1, 2, 3, 4, 5, 6	40

**Continuous Assessment (%)**

**Examination (%)**

0

**Assessment Rubrics (AR)**

**Assessment Task**

Class participation

**Criterion**

Attitudes for active learning and class participation, abilities to communicate effectively and complete lab exercises

**Excellent (A+, A, A-)**

High (always attend the class; actively participate in class discussion and complete all lab exercises)

**Good (B+, B, B-)**

Significant (attend the class; frequently participate in class activities and lab exercises)

**Fair (C+, C, C-)**

Moderate (attend the class; occasionally participate in class activities)

**Marginal (D)**

Basic (attend the class; barely active in class)

**Failure (F)**

Failing to reach marginal levels (do not attend the class; do not participate in class activities)

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**Assessment Task**

Constructing a full-blown website

**Criterion**

Demonstrating technical knowledge, creativity and understanding of user requirements web development

**Excellent (A+, A, A-)**

High (demonstrate high capacity in all aspects of web development)

**Good (B+, B, B-)**

Significant (present reasonable capacity in major aspects of web development)

**Fair (C+, C, C-)**

Moderate (present reasonable capacity in web development)

**Marginal (D)**

Basic (present basic capacity of some aspects of web development)

**Failure (F)**

Failing to reach marginal levels

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**Assessment Task**

Midterm test

**Criterion**

Demonstrating knowledge of history and basics of internet technologies and businesses

**Excellent (A+, A, A-)**

High (demonstrate high insights to all theory and applications)

**Good (B+, B, B-)**

Significant (demonstrate reasonable insights to most theory and applications)

**Fair (C+, C, C-)**

Moderate (demonstrate reasonable knowledge of theory and applications)

**Marginal (D)**

Basic (demonstrate basic knowledge of some theory and applications)

**Failure (F)**

Failing to reach marginal levels

**Assessment Task**

Developing a business plan for an Internet startup

**Criterion**

Demonstrating knowledge of internet business models, ability to conduct research and creativity

**Excellent (A+, A, A-)**

High (demonstrate high capacity in all phases of the project)

**Good (B+, B, B-)**

Significant (present reasonable capacity in major phases of the project)

**Fair (C+, C, C-)**

Moderate (present reasonable capacity in phases of the project)

**Marginal (D)**

Basic (present basic capacity of some phases of the project)

**Failure (F)**

Failing to reach marginal levels

## Part III Other Information

**Keyword Syllabus**

Internet/Web design; Social impact of the Internet; Internet business models; website/blog development and operation, social media

**Reading List**

**Compulsory Readings**

Title	
1	Nil

**Additional Readings**

	Title
1	Nil