

Introduction to Content Management

From the history of the discipline to content modeling, editorial workflow, delivery architecture, and choosing a platform — a thorough, plain-English course that turns beginners into confident practitioners.

8 in-depth lessons **~3 hrs** of guided reading **60+** review & discussion Qs **\$0** to enroll

• The Curriculum

- 1 What Is Content Management?**
The discipline's history, a precise definition of "content," and what a CMS does & doesn't do.
- 2 Types of CMS**
WCM, ECM, DAM & records management — plus the crucial idea of "opinionated software."
- 3 Content Modeling I**
Reification, the anatomy of an attribute, and types versus objects.
- 4 Content Modeling II**
Relationships and the five "shapes" of content — from serial to relational.
- 5 Editorial Tools & Workflow**
The lifecycle, the team, versioning, workflow vs. approvals, and permissions.
- 6 Content Delivery & Aggregation**
Separating content from presentation, templating, and the art of aggregation.
- 7 CMS Architecture**
Coupled, decoupled & headless — and how to pick the right one.
- 8 Acquiring & Living With a CMS**
Ecosystems, selection, migration, governance, and where the field is going.



Self-Paced

Read anywhere, anytime



Test Yourself

Questions every lesson



No Prerequisites

Start from zero



Practitioner-Grade

25+ yrs of expertise

• Why Learn This

- ✓ **Speak the language fluently.** Command the vocabulary professionals use — content types, coupling models, aggregation, and more.
- ✓ **Make smarter decisions.** Model content, choose an architecture, and evaluate platforms without falling for vendor hype.
- ✓ **Avoid costly mistakes.** Learn where CMS projects fail — weak modeling, poor governance, risky migrations.
- ✓ **Skills that transfer.** Grasp the discipline behind every CMS, so your knowledge outlives any single product.

• Who It's For

- ▶ Marketers & content creators
- ▶ Web & front-end developers
- ▶ Project & product managers
- ▶ Designers & IA / UX practitioners
- ▶ Anyone buying or running a CMS
- ▶ Students of digital & comms

"A CMS is a means to an end, never the end itself."

Start learning today — completely free.

Grounded in the CM101 knowledge base by Deane Barker · deanebarker.net

Begin Lesson 1 →

NO SIGNUP REQUIRED