

Academic Year: ( 2018 / 2019 )

Review date: 26/04/2018 12:56:10

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: HERNANDEZ PEREZ, ANTONIO

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Statistical data analysis  
 Digital Marketing  
 Metric Studies of Information

**DESCRIPTION OF CONTENTS: PROGRAMME**

- Basics of Search engines and positioning
- SEO on-page: Internal factors
- SEO off-page: External factors
- Content Marketing
- Web metrics
- The industry and the ecosystem of web analytics.
- Planning and web metrics tools
- Introduction to SEM

**LEARNING ACTIVITIES AND METHODOLOGY**

Theoretical knowledge acquisition (3 ECTS), through lectures, teaching materials prepared by the teacher, online tutorials, readings, and personal study of the students.

Acquisition of skills and abilities (3 ECTS), through the realization of positioning projects, analytics and digital marketing plans, which in each case will be indicated if it is has to be by an individual or in a group project.

The methodology of this course involves learning as a process of construction, and teaching as a support. Thus the teaching-learning process will encourage continuous learning and collaborative students, facilitating the exchange of experience between them.

**ASSESSMENT SYSTEM**

<b>% end-of-term-examination/test:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

There will be a continuous process of assessment in accordance with the following parameters:

- Formative assessment activities, based on measuring the acquisition of knowledge, as well as carrying out practical activities and exercises: 60%. Students must demonstrate a minimum of knowledge and skill in at least two CMS
- Final exam: 40%

The final grade is summative.

According to University policy, in the regular exam session the student who did not follow the continuous assessment is entitled to take an exam for the 60% of the final grade.

In the extra exam session, if the student did not follow the continuous assessment, is entitled to take an exam for the 100% of the final grade. If she did follow the continuous assessment, her grade will be the most beneficial: considering an exam weight of 40% plus the continuous assessment score, or an exam weight of 100%, discarding the score obtained in continuous assessment.

**% end-of-term-examination/test:** 40

**% of continuous assessment (assignments, laboratory, practicals...):** 60

e assigned to such activity and a loss of 25% of the final score after the assesment of all activities and tests.

NOTE: Plagiarism in whatever assgnment means loosing the grade of that assignment and a reduction of 25% of the final grade of the whole course.

#### BASIC BIBLIOGRAPHY

- Kaushik, Avinash Analítica web 2.0: El arte de analizar resultados y la ciencia de centrarse en el cliente, Wiley (Trama Equipo Editorial), 2010
- Martín, Diego C SEO fácil y útil: cómo conseguir visitas a tu web con posicionamiento en buscadores, Martín, 2017
- Riera, Bernat Visibilidad online: 6 fases para el éxito digital de tu negocio, Riera, 2017

#### ADDITIONAL BIBLIOGRAPHY

- Chardonneau, Ronan Google Analytics. Analice el tráfico para orientar sus acciones de marketing web - 3ª edición, Ediciones ENI, 2017