

Marketing SEO

Academic Year: (2020 / 2021)

Review date: 08-07-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

DESCRIPTION OF CONTENTS: PROGRAMME

1. Internet and Search Engine Basics: Web Marketing and Mobile Marketing
2. Search Engine Optimisation (SEO): Search Engine Architecture and Algorithms
3. Keywords Research and Analysis
4. Website Designing / Development
5. Dynamic Website SEO
6. App Store Optimization (APO)
7. Reports and Management

LEARNING ACTIVITIES AND METHODOLOGY

The subjects will be bimodal 50% (synchronous online teaching in big or aggregate groups, face-to-face teaching in small groups).

% end-of-term-examination: 40

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

BASIC BIBLIOGRAPHY

- Adam Clarke, SEO 2017: Learn Search Engine Optimization With Smart Internet Marketing Strategies, 2016, CreateSpace Independent Publishing Platform
- Jason McDonald SEO Fitness Workbook: 2018 Edition: The Seven Steps to Search Engine Optimization Success on Google , CreateSpace Independent Publishing Platform; Workbook edition (20 Nov. 2016), 2016
- Stephan Spencer, Jessie Stricchiola The Art of SEO Mastering Search Engine Optimization , 3/e, Eric Enge, O Reilly Media, 2015