Analytics and web positioning

Academic Year: (2020 / 2021) **Review date: 18-12-2020**

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: CALZADA PRADO, FCO JAVIER

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

It is advisable that students have previously taken or be familiarized with the following subjects:
>Digital Marketing
>Markup languages

OBJECTIVES

OVERALL LEARNING OBJECTIVES:
LO1: Students will learn and apply web positioning tactics.
LO2: Students will learn how to design, manage, and optimize a SEO (Search Engine Optimization) campaign.
LO3: Students will learn how to collaborate in the design, management, and optimization of a SEA (Search Engine Adversiting) campaign.

This course aims to contribute to the development of the following competencies (knowledge and skills):

BASIC AND GENERAL COMPETENCIES:
CG4: Students will learn research models and methods in the digital information environment.
CB4: Students will be able to communicate information, ideas, problems, and solutions to different audiences.

TRANSVERSAL COMPETENCIES:
CT2: Students will be able to establish proper inter-personal communication and will be able to work in multidisciplinary and international teams.
CT3: Students will be able to organize and plan their work, making the right decisions according to the available information, gathering and interpreting relevant data to provide insights and critical thinking in their study area.
CT4: Students will be able to develop their ability to learn autonomously in a lifelong learning process, which will allow them to adapt to new situations.

SUBJECT-SPECIFIC COMPETENCIES:
CE11: Students will learn the whole lifecycle of a digital content development and commercialization project, from market research and business intelligence to the analysis of results after distribution.
CE13: Students will be able to plan, follow, analyse, evaluate, and optimize digital marketing and online promotion projects.
CE14: Students will learn how to use business intelligence and web analytics tools, and will be able to interpret indicators and the resulting statistics.
CE15: Students will be able to assist in the design of the strategy and project management related to crawling, indexing, content structuring, content cleaning, and link building, among others.
CE16: Students will be able to operate in social media to develop, maintain, and promote customer loyalty of a particular digital product.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Digital marketing and search engine positioning: crawling, indexing and search algorithms.
2. Search Engine Marketing (SEM).
2.1. Search Engine Optimization (SEO): SEO on-page, SEO off-page. Keyword research. Content marketing. Social Media Optimization (SMO). SEO ethics.
2.2. Search Engine Advertising (SEA)/PPC for SEO. Introduction to Social Media Advertising (SMA).
3. Web analytics (on-site and off-site).
3.1. The industry and ecosystem of digital analytics.

3.2. Planning tools and metrics.
3.3. Results reports. Analysis, visualization and strategic interpretation of web analytics.

LEARNING ACTIVITIES AND METHODOLOGY

Theoretical knowledge acquisition (3 ECTS), through lectures, teaching materials prepared by the instructor, online tutorials, readings, and students' individual study.

Acquisition of skills and abilities (3 ECTS), through the realization of web positioning projects, analytics and digital marketing plans, both individually and/or in groups.

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

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: 80%.
- Final exam: 20%

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.
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.

% end-of-term-examination:	20
% of continuous assessment (assigments, laboratory, practicals…):	80

BASIC BIBLIOGRAPHY

- Enge, E.; Spencer, S.; Stricchiola, J The Art of SEO: Mastering Search Engine Optimization, O'Reilly, 2015

- Kelsey, T Introduction to Google Analytics: A Guide for Absolute Beginners, O'Reilly, 2017

- Kelsey, T Introduction to Social Media Marketing: A Guide for Absolute Beginners, O'Reilly, 2017

- Khan, G.F Creating Value With Social Media Analytics: Managing, Aligning, and Mining Social Media Text, Networks, Actions, Location, Apps, Hyperlinks, Multimedia, & Search Engines Data, CreateSpace, 2018

ADDITIONAL BIBLIOGRAPHY

- Juska, Jerome M. Integrated Marketing Communication: Advertising and Promotion in a Digital World, Routledge, 2017
- Kotler, P.; Keller, K.L Marketing Management, Pearson, 2016