Marketing SEO

Academic Year: (2021 / 2022) **Review date: 30-05-2021**

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

OBJECTIVES

COMPETENCES
CB7 Knowing how to apply the knowledge acquired and the ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to the area of ¿¿study
CB8 Integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of knowledge and judgments
CG1 Strength in the fundamental theoretical knowledge of Marketing and Market Research
CG3 Ability to make decisions
CG8 Ability to solve real problems
CG9 Ability to work as a team in diverse environments, whether they are homogeneous, interdisciplinary, multicultural or international.
CG12 Direction and leadership capacity
CG13 Democratic tolerance and respect for diversity (sex, race, culture).
CG17 Motivation for quality
CE6 Know the basic principles of the application of marketing strategies in a digital context. Knowing how to choose and apply the most used digital marketing tools.
CE11 Analysis, assessment and decision-making on communication (know the advertising tools and their legal framework, organize campaign management, online communication, management of public relations and corporate communication, management of sales promotions, control and measurement of market response and choice of communication budget)

LEARNING OUTCOMES
The student distinguishes between the different tools of search engine-orientated (SEO) marketing.
The student applies SEO tools to improve the marketing management of the company.

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

Training activities of the subject
AF3 Theoretical practical classes
AF6 Group work
AF7 Individual student work

Code activity/No. Total hours/No. Face-to-face hours/% Student attendance
AF3 105 105 100
AF6 145 0 0
AF7 125 0 0
TOTAL SUBJECT 375 105

TEACHING METHODOLOGIES
MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main

concepts of the subject are developed and the bibliography is provided to complement the students' learning.
MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.
MD3 Resolution of practical cases, problems, etc., raised by the teacher individually or in a group
MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases
MD5 Preparation of works and reports individually or in groups

ASSESSMENT SYSTEM

ASSESSMENT SYSTEMS OF THE CURRICULUM REFERRED TO SUBJECTS
SE1 Class participation
SE2 Individual or group work carried out during the course
SE3 Final exam

System of evaluation/Minimum weight (%)/Maximum weight (%)
SE1 20 60
SE2 40 60
SE3 0 40

% end-of-term-examination:	40
% of continuous assessment (assigments, 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