

Academic Year: (2022 / 2023)

Review date: 12-01-2023

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 -although not required- that students have previously taken or be familiarized with the following subjects:

- >Digital Marketing
- >Markup languages
- >Web content management systems
- >Spreadsheets

DESCRIPTION OF CONTENTS: PROGRAMME

1. Digital marketing and search engine positioning.
 - 1.1. The role of web positioning in digital marketing. Pillars: crawling/indexing, content, popularity/authority.
 - 1.2. How does Google work? Crawling, indexing, ranking (search algorithms, updates and penalties). SEO ethics.
2. Search Engine Optimization (SEO):
 - 2.1. On-page SEO: Web architecture for SEO; Keyword research and SEO strategy. Technical and content optimization strategies.
 - 2.2. Off-page SEO: Link building strategies.
 - 2.3. Introduction to SEA/PPC for SEO.
3. Web analytics (on-site and off-site).
 - 3.1. The industry and ecosystem of digital analytics.
 - 3.2. SEO 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: 70%, based on activities measuring the acquisition of knowledge (20%), as well as carrying out practical activities and exercises (50%).
- Final exam: 30%

The final grade is summative. To pass this course, students must pass the final exam (reaching at least 50% out of the 30% allotted to the exam) and reaching at least 50% of the total points for the course after adding the grades obtained in formative assessment activities.

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 case a student did not follow the continuous assessment, they are entitled to take an exam for the 100% of the final grade.

If they did follow the continuous assessment, their grade will be determined by 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:	30
% of continuous assessment (assignments, laboratory, practicals...):	70

BASIC BIBLIOGRAPHY

- Enge, E.; Spencer, S.; Stricchiola, J The Art of SEO: Mastering Search Engine Optimization, O'Reilly, 2022
- 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