UNIVERSITY of NICOSIA

Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-733DE	Web Design and Development	7.5
Prerequisites	**Department**	**Semester**
None	School of Business	Fall, Spring, Summer
Type of Course	**Field**	**Language of Instruction**
Elective	Management and MIS	English
Level of Course	**Lecturer(s)**	**Year of Study**
2nd Cycle	Dr. Despo Ktoridou	1st or 2nd
Mode of Delivery	**Work Placement**	**Corequisites**
Distance Learning	N/A	None

Course Objectives:

The main objectives of the course are to:
- Provide a general overview of Web Marketing and discusses its different components.
- Provide hands-on experience on managed LAMP hosting (cPanel) including:
  - Obtaining free hosting plan;
  - Provisioning a web site
  - Remote Content Management System (CMS) installation and configuration using FTP; Provisioning MySQL database.
- Develop practical skills, on principles, processes and patterns, to design effective Customer-Centered web site and track performance with web analytics (Google Analytics)
- Introduce WEB site optimization using Google Webmaster tools or Bing Webmaster Tools
- Provide an understanding of Search Engine Marketing:
  - ✓ Search Engine Optimization (SEO)
  - Tracking Search Performance

Learning Outcomes:

After completion of the course students are expected to be able to:
1. **Understand the fundamental concepts of Web Marketing and its components.** *(Students will be provided with the background on what is Web Marketing and the essential Web Marketing components)*
2. **Implement Web Site using managed hosting** *(Students will be provided with a hands-on experience on registering for free domain hosting; managing and accessing content using FTP; obtain CMS-Content Management System source; Provision of MySQL database)*
3. **Formulate an effective Customer-Centered web site and track performance** *(Students will have the necessary knowledge and skills to design effective customer-centered web sites and track its performance using Google Analytics)*
4. **Investigate and discuss Web site optimization** *(Students will be able using Google Webmaster tools or Bing Webmaster Tools to optimize their web sites)*
5. **Explore and examine Search Engine Optimization** *(Students will have the necessary knowledge on how to optimize their website to rank higher in the search results of Google , SEO – Search engine Optimization; advanced optimization techniques and how to track their search performance)*

Course Content:

1.Web Marketing
2.Getting Started with Hosting & CMS (WordPress)
3.Web Site Presence
4.Web Site Optimization
5.Search Engine Marketing

Learning Activities and Teaching Methods:

Laboratorial work, Online Lectures, Case Study Analysis/Discussion, Academic Paper Discussion, Computer-based Exercises, Online group work, web site development.

Assessment Methods:

Final Exam, Homework Assignments, Individual Project

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Professional WordPress: Design and Development, 3rd Ed.	Brad Williams David Damstra Hal Stern	John Wiley & Sons, Inc.	2015	978-1-118-98724-7
The Ultimate Web Marketing Guide	M. Miller	QUE	2010	10:07897-471008

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Advanced Web Metrics with Google Analytics 3rd Ed.	Brian Clifton	John Wiley & Sons, Inc.	2012	978-1-118-16844-8
Grow Your Business with Google AdWords	Jon Smith	McGraw Hill	2010	978-0-07-171319-1
Google Analytics 3rd Edition	Jerri Ledford Joe Teixeira and Mary E. Tyler	Wiley	2010	978-0-470-53128-0
Your Google Game Plan for Success	Joe Teixeira	Wiley	2010	978-0-470-64164-4