



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-733	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
2 nd Cycle	Dr. Despo Ktoridou	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	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, Lectures, Case Study Analysis/Discussion/Presentation, Academic Paper Discussion/Presentations, In-Class Computer-based Exercises, Online group work, web site development.

Assessment Methods:

Mid-Term Exam, Final Exam, Homework Assignments, Individual Project

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Professional WordPress: Design and Development, 3 rd 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 3 rd 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