



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-798	Web Design and Development	6
Prerequisites	Department	Semester
None	School of Business	Fall, Spring
Type of Course	Field	Language of Instruction
Concentration	Entrepreneurship & Digital Transformation	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 an overview of Web Marketing and discuss the different components.
- Analyze and explore the key principles of Web hosting, select and implement the right Content Management System (CMS).
- Provide an insight into the basic usage and functionality of Professional WordPress from a developer's perspective.
- Revise the theoretical knowledge underlying the design of an effective Customer-centered website and the Principles of Usability testing.
- Illustrate Metrics and Analytics and understand their role and importance in tracking website visitors' behaviour.
- Build on the covered key theoretical concepts and optimize a website to rank higher in the search results for Google and other search engines.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. **Illustrate the importance, role and use 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. **Explore and obtain Web hosting and select the right CMS** *(Students will be able to explore and obtain Web hosting and discover the need for and feasibility of implementing a CMS purchase).*

3. **Use processes and patterns to design effective websites;** *(Students will apply the acquired theoretical knowledge and WordPress practical skill to design, develop, implement and launch a Customer-centered website).*
4. **Demonstrate the key theoretical Usability Testing concepts** *(Students will have the knowledge and skills to practice usability testing to improve the website's ease-of-use during the design process).*
5. **Use Metrics and Analytics to track website visitors' behaviour.** *(Students will have the necessary skills and competences to use Google analytics to track website visitors' behaviour).*
6. **Explore and examine Website optimization** *(Students will have the necessary knowledge to practice basic Search Engine Optimization (SEO) techniques, and track website's search performance using Goggle Webmaster).*

“Details on the contribution of the course’s learning outcomes towards the learning goals / competencies and learning objectives of the programme are included in the curriculum map of each programme”.

Course Content:

SECTION I: Web Marketing

- Introduction to Web Marketing
- Web Marketing Components

SECTION II: Web Hosting and CMS Selection

- Obtaining for Web hosting
- Content Management System selection and implementation
- Getting started with WordPress

SECTION III: Web Site Presence

- Foundation of Website Design
- Design Patterns
- Principles of Usability

SECTION IV: Metrics and analytics

- Tracking Customers' behavior
- Google Analytics

SECTION V: Search Engine Marketing

- Understanding Search Engine Marketing
- Essential Search Engine Optimization
- Advanced SEO Techniques
- Tracking Search Performance
- Website Optimization using Google Webmaster

Learning Activities and Teaching Methods:

Teaching material including PowerPoint presentations and additional readings; Synchronous meetings (WebEx); Asynchronous video presentations; Forums; Chat; Quizzes; Case studies and other suggested Readings (Scientific papers, journal Articles); Formative and summative assessments.

Assessment Methods:

WebEx Participation, Assessment, Project, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Getting Started with WordPress V. 4.3+ (A Handbook for Beginners)	Cory Miller	iThemes Media LLC	2015	All rights reserved in all media.
Wordpress for Beginners 2017: A Visual Step-by-Step Guide to Mastering Wordpress (Webmaster Series)	Andy Williams	http://ezseonews.com	2017	ASIN: B01M7YERUP
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	Michael Miller	QUE	2011	978-0789741004

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The Design of Sites: Patterns for Creating Winning Web Sites	Douglas K. Van Duyne, James A. Landay, Jason I Hong	Prentice Hall Professional	2007	978-0131345553

The Content Advantage (Clout 2.0): The Science of Succeeding at Digital Business through Effective Content, 2nd Edition	Colleen Jones	Pearson	2019	9780135159521
Google Analytics Demystified 4 th Ed.	Alexa L. Mokalis Joel J. Davis	Google	2018	978-1545486917
SEO 2018 Learn Search Engine Optimization With Smart Internet Marketing Strateg: Learn SEO with smart internet marketing strategies	Adam Clarke Harper Collins	Google	2017	1979286973
Ultimate Guide to Google AdWords: How to Access 100 Million People in 10 Minutes 5 th Ed.	Perry Marshall, Mike Rhodes, Bryan Todd	Entrepreneur Press	2017	978-1599186122
Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (Ultimate Series) 3 rd Ed.	Perry Marshall, Keith Krance, Thomas Meloche	Entrepreneur Press	2017	978-1599186115
Ultimate Guide to Instagram for Business (Ultimate Series)	Kim Walsh Phillips	Entrepreneur Press	2017	978-1599186023