UNIVERSITY of NICOSIA

Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-798DE	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**
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. **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:

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