

## Liverpool John Moores University

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Title: Website Marketing Design & Development  
Status: Definitive  
Code: **6024DBSWMD** (119197)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

**Academic Level:** FHEQ6  
**Credit Value:** 24.00  
**Total Delivered Hours:** 75.00  
**Total Learning Hours:** 240  
**Private Study:** 165

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Practical	75.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Project		80.0	
Presentation	Presentati		20.0	

### Aims

1. To facilitate exploration of web design and development concepts.
2. To allow practical experience of actual web design and development.
3. To appreciate the importance of and apply web analytics.
4. To provide a context for Search Engine Marketing

### Learning Outcomes

After completing the module the student should be able to:

- LO1 Understand the fundamentals of web design from a marketing perspective
- LO2 Use the front-end features and attributes of Adobe Dreamweaver to create web pages
- LO3 To apply fundamental web analytic metrics
- LO4 Apply fundamental search engine optimisation techniques
- LO5 Distinguish between organic search and paid campaigns

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Project	LO 1	LO 2	LO 3	LO 4	LO 5
Presentation	LO 1	LO 2	LO 3	LO 4	LO 5

## Outline Syllabus

### 1. Web Design Principles

- Marketing requirements for web sites
- The importance of usability
- Design & layout principles
- Evaluation of successful web design examples
- The roles involved in successful web design
- The importance of Web Standards
- Website testing tools and techniques

### 2. Web Design in Action

- Copy-writing for the web
- Websites design and development with Adobe Dreamweaver & Photoshop
  - o Setting up and managing folders
  - o Understanding the Dreamweaver interface
  - o Reusing templates
  - o Creating and using Cascading Style Sheets (CSS)
  - o Exploring page structures
  - o Using Image and multimedia
  - o Linking web pages
  - o Working with tables
  - o Creating forms
  - o Applying behaviours
  - o Website testing
- Designing Banner Ads, Entry & Exit Pop-Ups/Outs
- Navigation testing
- Domain names & hosting

### 3. Search Engine Marketing

- How search engines work
- Organic search vs. paid placement & pay-per-click
- Search keywords
- Linking strategies (backlinks, inbound links)
- Understanding searcher behaviour
- Search Engine Optimisation Practices
- Search engine practices and content management
- Google's Website Optimiser
- Search alternatives (video, sound, local)

### 4. Web Analytics

- Web analytics and market research
- Assessment of analytic tools
- Google Analytics
- What to analyse
- Measuring site / search success
- Tracking marketing channels
- Funnel analysis and conversion tests
- Analytics data mining
- Running & interpreting reports
- CRM integration

### 5. Paid Campaigns

- Pay-per-click marketing
- Alternatives: Yahoo Search Marketing, MS adCentre, Google Adwords
- Writing Ad Copy that will generate ROI
- Choosing Adwords
- Understanding Affiliate Programs
- Google Adsense

## Learning Activities

Classes will take place in the computer labs so as to facilitate practical experience and learning with the required software tools.

Student learning will be assessed by way of active practical project and presentation.

## References

<b>Course Material</b>	Book
<b>Author</b>	Mitch Meyerson

<b>Publishing Year</b>	2008
<b>Title</b>	Mastering Online Marketing
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Entrepreneur Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Steve Johnson
<b>Publishing Year</b>	2010
<b>Title</b>	Brilliant Dreamweaver SC5
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Pearson
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Vicki Ellen Wolper-Jones
<b>Publishing Year</b>	2011
<b>Title</b>	Artistic web design in Adobe Dreamweaver & Photoshop
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Jones & Bartlett
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Janine Werner
<b>Publishing Year</b>	2010
<b>Title</b>	Teach yourself visually, Adobe Dreamweaver and CSS
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Wiley
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Adobe Systems
<b>Publishing Year</b>	2010
<b>Title</b>	Dreamweaver classroom in a book
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Adobe Press
<b>ISBN</b>	

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## Notes

Providing practical experience of website design and development, this lab-based

module offers students an opportunity to explore how websites can be used for marketing purposes. More specifically, students work on front-end aspects of web design and some behind-the-scenes web aspects such as Web Analytics and Search Engine Optimisation with a web marketing perspective.