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Title: Website Marketing Design & Development
Status: Definitive
Code: **6524DBSWMD** (119633)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 75
Total Learning Hours: 240 **Private Study:** 165

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Practical	75

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Project		80	
Presentation	Presentati		20	

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:

- 1 Understand the fundamentals of web design from a marketing perspective
- 2 Use the front-end features and attributes of Adobe Dreamweaver to create web pages
- 3 To apply fundamental web analytic metrics
- 4 Apply fundamental search engine optimisation techniques
- 5 Distinguish between organic search and paid campaigns

Learning Outcomes of Assessments

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

Project	1	2	3	4	5
Presentation	1	2	3	4	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.

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.