



WEB MARKETING E SOCIAL MEDIA: SEO, SEM, ANALYTICS

Enrollment year	2015/2016
Academic year	2017/2018
Regulations	DM270
Academic discipline	SPS/08 (SOCIOLOGY OF CULTURE AND COMMUNICATION)
Department	DEPARTMENT OF POLITICAL AND SOCIAL SCIENCES
Course	COMMUNICATION, INNOVATION, MULTIMEDIA
Curriculum	PERCORSO COMUNE
Year of study	3°
Period	1st semester (02/10/2017 - 16/12/2017)
ECTS	6
Lesson hours	36 lesson hours
Language	Italian
Activity type	ORAL TEST
Teacher	COSTA PAOLO (titolare) - 6 ECTS
Prerequisites	No special technical skills are required, but familiarity with Web basic concepts can help.
Learning outcomes	<p>The course aims at providing students with a complete view of the two major areas of activity within online marketing:</p> <ul style="list-style-type: none">– traffic building, engagement, conversions– web analytics and social media intelligence
Course contents	<p>The course includes three modules:</p> <ul style="list-style-type: none">- Organic traffic building (pages indexing through Google Search Console and Bing Webmaster Tools, texts and metadata copy, XML maps, navigation structure optimization, use of SEO plugins for WordPress);- Sponsored traffic building with Google AdWords and Facebook Ads Manager; <p>Use of Google Analytics, Facebook Insight and Twitter Analytics and</p>

	related metrics (reach, unique user, views, demographics, navigation patterns)
Teaching methods	The course is structured with front-end lectures, including breaks for discussion and group activities that requires the students to engage with the topics. Online tools (Google Search Console, Google Analytics, WordPress) will be used as well.
Reccomended or required readings	Francesco De Nobili, SEO Google. Guida al web marketing con gli strumenti di Google (Area51 Publishing, San Lazzaro di Savena, 2017)
Assessment methods	<p>The final examination consists of an interview (in Italian). During the interview the student shall also prove his/her understanding of subjects discussed during the course.</p> <p>The following text is suitable for exam preparation: Francesco De Nobili, SEO Google. Guida al web marketing con gli strumenti di Google (Area51 Publishing, San Lazzaro di Savena, 2017). Foreign students can take exam in English.</p>
Further information	
Sustainable development goals - Agenda 2030	\$lbl legenda sviluppo sostenibile