

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2018-2019

Teaching guide

Area: Information Systems and ICT

Subject: Internet Contents Strategy

Period: Semester 2

Lecturers:

Dr. Albert Fornells Herrera
Mr. Arnau Tresserras Ridao

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MODULE: BUSINESS FOUNDATIONS

AREA: INFORMATION SYSTEMS AND ICT

SUBJECT: INTERNET CONTENTS STRATEGY

CODE: OB2TIC-I

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 2

CREDITS: 4 ECTS

1. Subject objectives

The evolution of Information and Communication Technologies, both at the infrastructure and device level, together with the growing demand for access to information at any time and from any place, has caused that in just 10 years the number of Internet users reaching up to 2.5 billion. Therefore, Internet has become the largest showcase in the world in which being able to position our content above the rest through a good content strategy is the key between success and failure: It does not matter to have the best product / service of the world if nobody can find it.

The objective of the subject is to know the main elements around which Internet, WWW and web search engines work and, in this way, be able to define a content strategy that allows us to position our Web in the results of the search engines results page. From the practical point of view, the course proposes the creation of a content strategy for a WordPress-based blog, as well as the use of tools such as Google Search Console, Google Analytics and Google AdWords to interact with the search engine, analyze the behavior of blog users for adjusting the strategy and create targeted advertising respectively.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G02 - Orientation towards achievement: demonstrates perseverance to excel and go beyond standards of excellence. Implies motivation for quality.

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

Specific

E20 - Analyze and utilize information technology and communications (ICT) in different areas of the tourism sector.

3. Content

Session 1: Internet fundamentals. Related material: 1.1. How Internet works

Session 2: Internet fundamentals. Related material: 1.2. How to build and publish a website

Session 3: Internet fundamentals. Related material: 1.3. Past, present and future of Internet and WWW

Session 4: Creating an Internet presence. Related material: 2.1. Main steps for creating a blog

Session 5: Creating an Internet presence. Related material: 2.2. Design the blog strategy

Session 6: Creating an Internet presence. Related material: Workgroup session: Blog strategy definition

Session 7: Creating an Internet presence. Related material: Workgroup session: Blog strategy definition

Session 8: Creating an Internet presence. Related material: 2.3. How to set up a WordPress blog

Session 9: Creating an Internet presence. Related material: 2.4. Extend the WordPress functionalities using plugins and widgets

Session 10: Creating an Internet presence. Related material: Workgroup session: Content creation based on the blog strategy and Search Engine Optimization (SEO)

Session 11: Creating an Internet presence. Related material: Workgroup session: Content creation based on the blog strategy and Search Engine Optimization (SEO)

Session 12: Creating an Internet presence. Related material: 2.5. Content distribution

Session 13: Outperforming my visibility on Internet. Related material: Workgroup session: Content distribution through social networks and referrals

Session 14: Tuning the blog strategy. Related material: 3.1. Checking the health of my website with Google Search Console

Session 15: Tuning the blog strategy. Related material: 3.2. Monitoring the user activity with Google Analytics

Session 16: Tuning the blog strategy. Related material: 3.3. Directed advertising with Google AdWords

Session 17: Tuning the blog strategy. Related material: Workgroup session: What is (and not) working in my blog strategy?

Session 18: Tuning the blog strategy. Related material: Workgroup session: What is (and not) working

in my blog strategy?

Session 19: Exam preparation. Related material: Previous materials

4. Teaching methodology

Practical Exercises. Exercises to review and understand the theoretical foundations of Internet

Working individually or in groups. Assignments about Internet, blogging, social media, web analytics and search engine optimization

Readings. The activities can be supplemented by further reading

Plenary Lectures. The sessions are organized into self-contained capsules of knowledge in which the student participation and interaction is encouraged

Self-study or Study Groups. Study of the content of the class sessions

5. Assessment activities

Regular examination call

- **A1-Create and customize a Wordpress blog (May, 03/2019)**

Academic Work (Group - 35%)

Evaluated competences: B1,B2,B4,B5,G2,G7,E20

- **A2-Monitoring and search engine optimization (May, 03/2019)**

Academic Work (Group - 25%)

Evaluated competences: B1,B2,B4,B5,G2,G7,E20

- **A3 - Exam**

Final exam (Individual - 25%)

Evaluated competences: B1,B2,B4,B5,E20

- **A4 - Tests**

Partial exam (Individual - 15%)

Evaluated competences: B1, B2, B4, B5 y E20

The final grade is averaged only if A1, A2 and A3 are graded 5 or higher. Otherwise the final grade is the minimum grade of them or N/A if one or more activities are not submitted on time. If activities A1 and/or A2 are failed or not submitted, they have to be resubmitted at the extraordinary call

Students who have not attended a minimum of 70% of classes throughout the semester will not be eligible to take the final exam in the regular call

Resit examination call

- **A2-Monitoring and search engine optimization (May, 31/2019)**

Academic Work (Group - 25%)

Evaluated competences: B1,B2,B4,B5,G2,G7,E20

- **A1-Create and customize a Wordpress blog (May, 31/2019)**

Academic Work (Group - 35%)

Evaluated competences: B1,B2,B4,B5,G2,G7,E20

- **A3 - Exam**

Final exam (Individual - 40%)

Evaluated competences: B1,B2,B4,B5,E20

The final grade is averaged only if A1, A2 and A3 are graded 5 or higher. Otherwise the final grade is the minimum grade of them or N/A if one or more activities are not submitted on time. If activities A1 and/or A2 are failed or not submitted, they have to be resubmitted at the extraordinary call

Repeating students without attendance: regular examination call

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Evaluated competences: B1,B2,B4,B5,G2,G7,E20

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Final exam (Individual - 40%)

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Follow-up meetings

Week 3 (Feb, 11/2019), 15:00h - 15:30h

Week 6 (Mar, 04/2019), 15:00h - 15:30h

Week 11 (Apr, 11/2019), 15:00h - 15:30h

6. Bibliography

Mandatory readings

Google (2017) Search Engine Optimization Starter Guide, <https://static.googleusercontent.com/media/www.google.com/es//webmasters/docs/search-engine-optimization-starter-guide.pdf> [Accessed 30/06/2017]

Recommended readings

Kerpen, D. (2015) Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn. 2n edition, McGraw-Hill Education

De Vries, A. (2017) WordPress: How to Build a WordPress Website & Generate Web Traffic with Perfect SEO, English edition, HHB Solutions

Wang, K. (2017) Social Media Marketing 2017 Guide to Marketing Beyond the Search Engine: (Twitter, Facebook, Youtube, LinkedIn, Instagram, Snapchat and beyond), Success Publishing

7. Lecturer/s

Mr. Arnau Tresserras Ridao (Head lecturer) - arnau.tresserras@htsi.url.edu

Contact hour: Send an email to set an appointment

Arnau Tresserras Ridao is an Information Systems administrator at School of Tourism and Hospitality Sant Ignasi, Universitat Ramon Llull. He graduated in Computer Science at La Salle Barcelona, Universitat Ramon Llull. His interests include gamification, software and web development and game design. As a lecturer, he teaches subjects related to information systems and Internet, as well as the proper use of office automation tools in an academic environment.

Keywords: Web development & design, Gamification, Software Engineering

Dr. Albert Fornells Herrera - albert.fornells@htsi.url.edu

Contact hour: Send an email to set an appointment

Dr. Albert Fornells holds a M.Sc. and a Ph.D. with honors in computer engineering from Universitat Ramon Llull, a Research certification and a Research period certification from The Catalan University Quality Assurance Agency (AQU) and a PhD lecturer certification from The National Agency for Quality Assessment and Accreditation of Spain (ANECA).

His research interests are focused on the creation of decision support systems based on the analysis of huge volume of data based on artificial intelligence and data mining techniques, and also the competence development in the European Higher Education Area. He has published in impact factor journals, international conferences and led research and applied projects related to computer science in different sectors.

Nowadays he is the Vice Dean for Academic Affairs and Research at School of Tourism and Hospitality Management Sant Ignasi, Universitat Ramon Llull

Keywords: Tourism, Hospitality, Higher Education, Data Mining, Decision Support Systems. Software Engineering

8. Observations

A computer or tablet is required for the practical sessions. You can use your own device or loan it from IT Services (room 304)

Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

Academic norms and regulations is an obligation for all the members of the academic community in the faculty.