SYLLABUS 2025-2026

Introduction to Webmarketing

MODULE SPECIFICATION

Module Code	2526_TFB_1_EN_004
Campus	Oxford
Department(s)	Tech for Business
Level / Semester	Undergraduate Year 2 (U2); Equivalent to FHEQ level 5 Semester 04
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	None
ECTS *Reminder: 1 ECTS = between 20 and 30hr- student workload*	4
Equivalent FHEQ credits	8
Study Hours	80 hours which comprise of 30 directed learning and 50 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	Students explore digital marketing fundamentals and build practical skills through the creation of a no-code website. The module includes analysis of web technologies, marketing strategies, and online survey tools. Emphasis is on enhancing digital visibility and customer insights.
Teaching Arrangement	The module will be blended learning, including face-to-face lectures with exercises and use cases, as well as recommended e-Learning with a MOOC (+ certification)

Learning Outcomes	By the end of this module, students should be able to: 1. Analyse the fundamentals of web marketing and their role in enhancing online visibility and competitiveness. 2. Apply website development principles by designing and creating a functional "no-code" website. 3. Evaluate different programming languages and their relevance in web marketing and digital strategies. 4. Develop and implement effective online surveys to gather market insights and improve digital marketing strategies.
Competency Goals *(Knowledge, expertise and interpersonal skills)*	PGE_U_CG03 - Develop and implement the marketing and sales strategy
	PGE_U_CG07 - Improve performance through digitalisation
Alignment with Programme Learning Goals	PGE_U_CG03_LO01 - Analyse macro environment, benchmark and develop marketing strategy
	PGE_U_CG03_LO02 - Develop a business strategy and implement marketing plan
	PGE_U_CG03_LO03 - Design a branding and communication strategy
	PGE_U_CG03_LO04 - Analyse sales and marketing performance
	PGE_U_CG07_LO02 - Protect data and make data-driven decisions

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

Session 1: Define a Web Strategy
Content:
- First step before being visible on the web is to define a web strategy based on the company's development strategy
  - How to define a web strategy?
    - Website as the first milestone of the web strategy
      - Define the objectives of the website
      - Different kinds of websites:
        - Showcase website
        - E-commerce website
        - Intermediation website
        - Blog

Session 2: Create a Website (Pt. 1)
Content:
- Determine the target
- Define the resources needed

- Search for a web agency, a web operator (someone who will develop the website)
- Write a specification
- Register a domain name
- Write out the General Conditions of Use

Session 3: Create a Website (Pt. 2)
Content:
- Make a graphic chart
- Think about a tree view
- Program the website
- Maintain the website

Session 4: Create a Website (Pt. 3)
Content:
- Create a no-code website with Strikingly, Wix, or a similar tool
  - Test the website (debugging)
- ∉ Think about mobile: what is Responsive Web Design?

Session 5: Content Marketing
Content:
- The concept: What is content marketing?
- Process and strategy development (message strategy, channel strategy, promotion strategy, control strategy, community building strategy
- Steps:
  - Analysing the target audience
  - Determining the objectives
  - Developing the content plan
  - Content creation
  - Content delivery
  - Measurement
  - Evaluation
- Address the following questions:
  - What are the tools of content marketing?
  - How to use content marketing to develop customer acquisition?
- Learn how to apply the right tools to attract qualified contacts
- Blog: its different professional contexts
  - Blogging tools
  - Formatting a blog

Assignments:
- Wuebben, J. (2011) *Content is currency: Developing powerful content for web and mobile*. Nicholas Brealey Publishing. (Chapter 1)
- Finish no-code website

Session 6: Visibility on Search Engines
Content:
- Understand the main principles of the Search Engine Optimization (SEO)

- How the Google algorithm works
- Define the strategic focuses of your Search Engine
- Learn to optimise your website contents to get a good SEO
- Master the main technical elements of optimisation

Session 7: Measure and Analyse Data
Content:
- Define the KPIs to analyse website traffic
- Understand how Google analytics works
- Analyse the data to understand any deadlines and to apply corrective action

Session 8: Online Advertising
Content:
- The trends of online advertising
- How ad blockers encourage the market transformation
- The integration of ads format to content flow to get a better engagement
- Advertising auctions

Session 9: Social Media Advertising
Content:
- The social media advertising market
- Analysis of campaigns performance
- Different formats proposed by the social media
- Managing a successful social media campaign

Session 10: Introduction to Social Influencer Marketing
Content:
- What is an influencer?
- Influencers and brands:
  - Influencers happy?
  - Interests in the brands?
- Measure social influencer marketing operation

Session 11: Setting up an Effective Web-Watch
Content:
- Choice of a web-watch (competitive, e-reputation, technological/field)
- Prepare the research
- Automate the web-watch
- Case study

Session 12: Setting up an Effective Web-Watch (cont.)
Content:
- Discussion about the set-up of a web-watch
- Filter, share and publish the information
- End of module and revision

Assignments:
- Finish the case study

KEY TEXTS

1. Aydin, H. (2019) *Digital marketing applications.* Peter Lang.
2. Duncan, B. and Hayes, N. (2008) *Influencer marketing: Who really influences your customers?* Taylor & Francis.
3. Fielding, N. G., Lee, R. M., & Blank, G. (Eds.). (2017). *The SAGE handbook of online research methods* (2nd ed.). SAGE Publications.

SUPPLEMENTARY TEXTS

1. Wuebben, J. (2011) *Content is currency: Developing powerful content for web and mobile*. Nicholas Brealey Publishing.
2. Hong, P. (2018) *Practical web design*. Birmingham, United Kingdom: Packt Publishing.

MODES OF ASSESSMENT

Continuous Assessment (40%)	Written exam	20%
	Presentation	20%
Final Exam (60%)	Written exam	

MODULE DESIGN TEAM

- Author: *Ronald Boucher*
- Reviewer: *Utkarsh Amitabh*
- External Reviewer: *Julian Michael Berry*

Last reviewed: 18/07/2025