

# Master in Web: Communication, Marketing and Business (2<sup>nd</sup> edition)

In the Age of Information Technology, knowledge and command of specific online communication, marketing and business strategies and technology are essential to success. The Master in Web Communication, Marketing and Business meets the needs of a wide spectrum of professionals by using a multi-disciplinary, up-to-date and practical approach.

Web project design, development, optimization and profit generation is an increasingly complex venture that requires input from experts with very different backgrounds and training. Although every contribution is crucial to achieve the objectives, these often come from different or even opposing perspectives.

The programme aims at providing specific training focused on Web language, e-marketing techniques and online business applicable by people of different professional profiles: e-marketing directors, corporate or institutional communication managers, Web architects, Web analysts and consultants (SEO, SMO, accessibility, usability, etc.), designers, model makers, communication and marketing experts, programmers and technology consultants.

The goal of the Master in Web: Communication, Marketing and Business is to enhance and upgrade the understanding of Web media, promote interaction among professionals and contribute to reach previously defined results in synergy with a business strategy.

## Programme Objectives

- To train professionals to successfully execute and lead the creation, development, optimization and profitability of Web projects.
- To offer multi-disciplinary training in online media to support the definition of internet strategies for companies or institutions.
- To contribute to shape a new generation of multi-talented professionals who can successfully tackle the technological, communication, marketing and business challenges involved in developing an internet strategy.
- To provide specific training on Internet media and a global vision of the elements involved to professionals from different fields and backgrounds

such as programmers, information architects, model makers, copywriters, marketing managers, etc.

## Who is the target?

- Experienced professionals in the area of Communications and Marketing wishing to learn more about online media.
- Entrepreneurs, businessmen, and managers looking for new Web business opportunities.
- IT consultants and programmers aspiring to a more global and strategic approach to the Web.

## Calendar and Schedule

The course will run for 9 months, followed by a six-month period to complete the research project. In order to make classes compatible with work, sessions will concentrate on Friday afternoons and Saturday mornings. There will be no teaching activities during July and August.

**Class schedule:** Friday from 16:00 to 21:00 and Saturday from 10:00 to 14:00

**Starting date:** October 1, 2010

**Last class:** June 18, 2011

**Research project presentation:** February, 2012

## Location

Classes for the Master in Web Communication, Marketing and Business will meet in downtown Barcelona, at the emblematic building of the Casa de Convalescència, a five-minute walk from the Hospital de Sant Pau metro station. This building is part of the Hospital de Sant Pau complex, and it is considered a jewel of Modernist Barcelona. Since 1997, it had been listed by UNESCO as a World Heritage Building. Under the scope of UAB since 1969, it has been restored and equipped with state-of-the-art teaching technology.



Master in Web: Communication, Marketing and Business

<http://www.masterenweb.com>

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## Admission requirements

- The applicant must hold a Bachelor or Associate's degree, or an engineering degree, in areas related to communications, business administration, marketing, IT or computer science.
- Applicants with other university degrees who can provide proof of knowledge or experience in areas covered by the programme may also be admitted.
- As an exception, professionals who have no degree but have proven knowledge and expertise in the field may be admitted. In such cases, they will not be entitled to receive a Master's degree but will be awarded a certificate of completion instead.

## Tuition fee

5,600 Euros

## For more information

Isidre Tomasa / Òscar Coromina  
[masterenweb.uab@gmail.com](mailto:masterenweb.uab@gmail.com)

## Curriculum

The Master in Web Communication, Marketing and Business is completely adapted to the new criteria, requirements and academic system established by the European Higher Education Area. The programme is structured in 65 ECTS credits so as to facilitate recognition within Europe.

Topics are distributed in 3 modules (Web communication, Web marketing and Web business) and a research project. Prior to embarking on these modules, the student is placed on a launching pad which offers two different tracks: either specific training in Web technology aimed at students with a background in communication or economics, or training in communication and marketing for students with a background in technology.

### Track A – Introduction to Web technology (5 credits)

**Web Languages:** Introduction to Web languages: HTML, standard HTML with CSS, PHP, ASP, PERL, JavaScript (Juan M. Fernández, Josep Guardiola)

**System Architecture:** Server technology. Databases and information systems. Content Management. (Josep Guardiola)

### Track B – Introduction to communication and marketing (5 credits)

**Communication:** Social Communication. The Communication Event. Historical Perspective. New paradigms. (Miquel de Moragas, Josep Maria Martí, Gemma Larrègola, Núria García)

**Marketing:** Marketing: basic principles. Marketing within the business strategy. The marketing plan. (Joan Llonch)

### Module 1: Web Communication (15 credits)

- **Brief History of the Web.** ARPANET and the birth of new media. The last frontier or Big Brother. (Mati Delgado, David Casacuberta)

#### - **Format and Web genre**

**Web 1.0:** Pioneer Internet. Institutional Webs, online news, horizontal and vertical portals, directories. The birth of e-commerce. (Maite Soto, Emilio Márquez)

**Web 2.0:** The eclosion of the social Web. Empowerment, co-creation, commodities. (Xavier Ribes)

**Web 3.0:** The future of the Web. The semantic Web. Redefining the Web. Multi-device Web. (David Casacuberta, Antonella Broglia)

- **Web language: Internet language.**

**Aesthetics and usability.** Aesthetics and/or functional design. Usability. Analysis techniques. Eye track (Ariel Guersenzvaig, Laura Ruel)

**Content and browsing architecture.** Organizing content and information. Functionality. Web maps. Wire Frames. Access to information and achieving objectives. (Armando Fidalgo, Sergio Sánchez)

**Interaction Design.** From wireframes to code: interface definition and design. Interaction between the user and the system. (Armando Fidalgo, Sergio Sánchez)

**Accessibility.** Physical, sensory and technological limitations. Robot accessibility. Common mistakes. Good and bad practices. (Esther Van Summeren)

**Information and Copywriting: the Internet text.** Basic principles for writing Web text. Persuability and clarity. Theoretical framework and practical examples. (David Boronat, Sílvia Barrios)

**Multimedia Web.** The Web as multimedia support. Technology challenges. Current situation and outlook for the future. (Rosa Franquet, Santiago Miralles, Xavier Ribes)

Module 2: Web Marketing (15 credits)

- **E-marketing.** Marketing in the digital age. Internet marketing mix. Strategy. Internet domains and online brand identity. (Òscar Coromina, Maura Claramunt, Alberto Domínguez)

- **Web Analytics:** Web analytics and metrics. Measuring techniques and modes. Measuring units, concepts. KPI and KIA. Goal definition and ROI. Optimization: test design, assessment and execution. Qualitative research methods. (Òscar Coromina, Pere Rovira, Maite Soto)
- **Search Engine Marketing (SEM):** Paid search engine positioning (PPC). Campaign design and development. Strategy. Case study: Google AdWords. Landing pages: design and optimization. (Magali Benítez, Alex Castellote)
- **Search Engine Optimization (SEO):** Indexing and natural/organic positioning design and strategy, especially for Google. (Isidre Tomasa, Javier Casares)
- **Online advertising:** New creative models: cross media, viral, etc. Campaign design. Planning and Management. (John A. Lynn, Noemí Martínez, Juan M. Moreno)
- **E-mail marketing:** Message structuring. Direct marketing principles. Results follow-up. (Gorka Garmendia)
- **Social Media Optimization.** E-marketing and Web 2.0. Co-creation and empowerment. Social networks. Reputation Management. (Nando Llorella)

### Module 3: Web Business (15 credits)

- **Online Business Models.** Business 2.0. E-business plan. E-commerce. Business models 2.0 and 3.0. Business Angels and other sources of financing. (Joan Carles Martínez, Carlos Blanco, Àlex d'Espona)
- **Security and legal aspects.** Legal Framework. LSSI and LOPD. Security and information systems. Payment methods and transaction security. Security 2.0. (Carlos Sánchez Almeida, Xavier Verge, Ferran Busquets, Josep Cabañete, Antoni Bosch)
- **Project Management.** Project success. Methodology. Planning (Ms Project). Financial evaluation of the Project. Control and follow-up. (Víctor Giménez, Daniel Blabia, Ferran Busquets).
- **E-logistics.** Logistics requirements for e-commerce. *Supply Chain Management*. System integration (Web-ER-CRM-SCM). E-invoice. (Joan Carles Martínez, José Luis Martínez)

- **Knowledge Management.** Human Resources and the Web. Web 2.0 and knowledge management. Internal blogs and wikis. (Xavier Verge, Ramon Costa, Pere Rosales)

## Research project (15 credits)

Once the introduction and the 3 main modules have been successfully completed, the student will have six months to carry out a research project. Each student will present a research project related to the programme content. A project supervisor will be assigned according to the topic selected. The project will be submitted and defended in front of a committee.

## Academic Team

Courses are taught by faculty from the Universitat Autònoma de Barcelona and other universities, as well as renowned professionals currently working in the field. Thus, academic rigour and a practical, up-to-date approach are combined.

### Director

**Emili Prado.** Professor of Audiovisual Communication at the UAB and Research Associate at University of California, Berkeley.

### Coordinators

**Isidre Tomasa.** Web and Information Systems Manager of the Graduate School at the Universitat Autònoma de Barcelona. SEO Consultant. Search Engine Optimization instructor at the UOC and UAB.

**Òscar Coromina.** E-marketing expert. Communication and Marketing Director of the Graduate School at the Universitat Autònoma de Barcelona.

### Faculty

**Alberto Domínguez.** Domain consultant. CEO, Dimona.

**Álex Castellote.** Copywriter and consultant, Multiplica.

**Àlex d'Espona.**

**Antonella Broglia.** Information Technology and Services Consultant and Contractor, Infonomia.

**Armando Fidalgo.** Information system usability expert. Consulting Manager, Usolab.

**Carlos Blanco.** Founder and CEO, ITNET Consulting. Founder, First Tuesday.

**Carlos Sánchez Almeida.** Internet law and TIC expert. Lawyer at Bufet Almeida.

**Daniel Blabia.**

**David Boronat.** Online marketing, advertising and Business expert. Co-founder and CEO, Multiplica. Interactive marketing instructor at La Salle and ESADE.

**David Casacuberta.** Philosophy of Science Professor at UAB. Social and cognitive impact of new media specialist, collaborating in projects of e-inclusion and digital culture.

**Emilio Márquez.** Markeze.net creator, Internet entrepreneur since 1996.

**Esther van Summeren.** User experience, information architecture and accessible Web expert. Web designer and model maker according to Web standards.

**Gemma Larrègola.** Audiovisual Communication and Advertising head instructor. Miniput Television exhibit coordinator.

**Gorka Garmendia.** Direct marketing consultant and creator, specialized in e-mailing, AdWords and landing pages. He has led seminars at the Universitat de Lleida and EADA business school. ICEMD lecturer and CEO at Gorka Garmendia & Asociados.

**Ferran Busquets.**

**Javier Casares.** Search engine expert. CEO/CTO at OJO Internet, COO/CTO at EtheK Media, CTO/SEO at Kisslab. Author of the SEO reference guide.

**Joan Carles Martínez.** CEO at Inspecta and Owner of BCN Idea Factory. Lecturer at Damascus University, Universidad de Lima and UAB.

**Joan Llonch.** Vice-president at Banc de Sabadell. Senior Business Economics lecturer at UAB.

**John A Lynn.** President & CEO, Grey Group Spain

**José Luís Martínez.**

**Josep Guardiola.** Lecturer at the Tomàs Cerdà Computer University Institute.

**Josep Maria Martí.** Director of the SER radio station in Catalonia. Head lecturer of Audiovisual Communication and Advertising (UAB). Director of the Master in Radio Business and Management.

**Juan M. Fernández.** Lecturer at the UAB. Developer at GMV.

**Juan Ma Moreno.** On line Marketing Manager at Betfair.

**Laura Ruel.** Online media consultant. Visual Communication and Multimedia Production at the School of Journalism and Mass Communication of the University of North Carolina in Chapel Hill.

**Magali Benítez.** Online and search engine marketing specialist. Strategy and account manager at Polièdric (Adwords Qualified Company).

**Maria Teresa Soto.** Multimedia and Interactive TV content specialist. Senior lecturer of Audiovisual Communication and Advertising at (UAB).

**Marta Castro.** Graphic designer and blogger. Author, under the nickname Kalho, of blogs such as Dadanoias.net and Ternuraporno.net

**Matilde Delgado.** Senior lecturer of Audiovisual Communication and Advertising at UAB, specializing in television programming and fiction products in the new interactive networks.

**Maura Claramunt.** Business Development Specialist and Market Research Consultant. Marketing strategy and business model consultant in areas such as innovation and communication, technology and territorial development.

**Miquel de Moragas.** Professor of Communication Theory at the UAB. Director of the Communication Institute.

**Nando Llorella.** Online Marketing Consultant: marketing strategy, communities and blogosphere SMO, SEM, Web analytics, travel 2.0

**Noemí Martínez.** Account manager at Double You.

**Núria García.** Senior lecturer of Audiovisual Communication and Advertising (UAB), specialized in television programming models and media reception with concentration on children and young audiences.

**Pere Rosales.** Digital Communications and creativity expert. Marketing and Communications Manager at Profesionalia. Lecturer at ICMD, UPF, UAB and IED.

**Pere Rovira.** Web analyst and Web product optimization expert. Director of WebAnalytics.es. Lecturer at ESADE, University of California, Berkeley and UAB.

**Rosa Franquet.** Broadcast media and new technologies expert. Professor of Audiovisual Communication at UAB and Research Associate at University of California, Berkeley.

**Santiago Miralles.** Executive Director of the Catalan Broadcasting and Interactive Television Corporation and Manager of Strategic B2B Partnerships at the Catalan Corporation of Audiovisual Media. (CCMA).

**Sergio Sánchez.** Interaction designer. Usability consultant at Usolab.

**Sílvia Barrios.** Freelance creator (copy, illustration and art director) Writing for Advertising lecturer at the Universitat de Vic.

**Víctor Giménez.** Lecturer and academic director of several undergraduate and graduate programmes in Business, Tourism and Hotel Management (UAB, Universidad de Lima).

**Xavier Ribes.** Senior lecturer of Audiovisual Communication and Advertising at UAB. Expert in new technologies. Lecturer at UPC, IUP y UOC.

**Xavier Verge.** Team Manager or Project Manager in Information Systems and TIC projects. Lecturer (UAB, UB, Universidad de Lima).