COURSE DETAIL

ANALYTICS AND WEB POSITIONING
Country Spain
Host Institution Carlos III University of Madrid
Program(s) Carlos III University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Computer Science Business Administration
UCEAP Course Number 151
UCEAP Course Suffix
UCEAP Official Title ANALYTICS AND WEB POSITIONING
UCEAP Transcript Title WEB POSITIONING
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course explores digital marketing and search engine positioning including the role of web positioning in digital marketing and the mechanisms of Google. This course also covers Search Engine Optimization (SEO) and web analytics (on-site and off-site).

Language(s) of Instruction

Host Institution Course Number
17465

Host Institution Course Title
ANALÍTICA Y POSICIONAMIENTO WEB

Host Institution Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=340&anio=2022&plan=376&asig=17...

Host Institution Campus
Getafe

Host Institution Faculty
Facultad de Humanidades, Comunicación y Documentación

Host Institution Degree
Grado en Gestión de la Información y Contenidos Digitales

Host Institution Department
Departamento de Biblioteconomía y Documentación

Course Last Reviewed
2022-2023

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