

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

[Print](#)