



MSc in Strategic Communication and Public Relations

COURSE PLAN

Name of the course: Public Relations and Digital media – Digital Communication

Code of the course: 31791

Term: 2nd

Type: Compulsory

Number of credits: 7.5 ECTS

Teaching language: English

Teaching staff: Maria Pérez Ramos

1. Presentation

The aim of the course is to analyse the principles of Search Engine Marketing, Public Relations and digital advertising, as well as to use key tools in the SEO environment. As the course evolves, the student will learn how to create a thorough strategy based on a data-led approach that considers SEO part of an omnichannel environment. To do so, the interactions with other disciplines such as PPC, Social Media and Inbound Marketing will be covered. Concepts like “positioning algorithms”, “content planning”, “link-building tactics” and “SEO metrics” will also be key for the successful development of the subject.

2. Academic Competences

Transversal Skills:

- Make critical judgments about digital media and strategic communication trends with the acquired knowledge during the course.
- Evaluate using the scientific knowledge the validity of own and others conclusions.
- Apply the scientific method and key concepts of public relations and communication management to make significant academic research work and to support decision-making in professional practice.



Specific skills:

- Conduct a thorough keyword research that covers every stage within the customer journey.
- Create a digital content plan that is in line with SEO principles.
- Optimise on-page and off-page content.
- Build relevant links to a site and clean backlink profiles.
- Understand key technical concepts.
- Create follow-up reports for the successful implementation of SEO strategies.
- Define and present a strategy for clients.
- Complete website and competitor audits.
- Integrate SEO as part of an omnichannel strategy.
- Be familiar with search engine optimisation tools.

These learnings will be important to:

- Decide if a company requires search engine actions to grow.
- Understand the integration of SEO with other digital disciplines such as: PPC, Social Media and Inbound Marketing.
- Initiate a digital marketing career, both in marketing departments or digital agencies.
- Lead the implementation of corporate digital marketing solutions.
- Deal with digital agencies and organise their work based on corporate targets.

3. Contents

1. SEO Basics I

- a. Keyword research: short and long-tail
- b. Site architecture
- c. Keyword mapping
- d. Tools for keyword research
- e. Workshop: Keyword research

2. SEO Basics II
 - a. Initial review: site architecture, keyword research and keyword mapping
 - b. ¿What is a <title>, a <description> and an <h1>?
 - c. Best practice for meta data optimisation
 - d. Tools for keyword tracking
 - e. Workshop: Keyword research feedback, keyword mapping and meta data creation

3. Content for SEO and content planning I
 - a. Initial review: site architecture, keyword research, keyword mapping and meta data creation
 - b. Case study: Analysing keyword rankings and defining a new site architecture
 - c. Buyer personas and customer journey based on the “see, think, do, care” methodology (Avinash, K.).
 - d. Content planning:
 - i. Content clusters
 - ii. CTA per page
 - iii. Domain sprawl
 - e. Workshop: Content planning based on current rankings, buyer personas and customer journeys

4. Content for SEO and content planning II
 - a. Initial review: meta data creation and content planning
 - b. Google Panda
 - i. Content duplication and poor content
 - c. Writing for SEO: best practice
 - i. Advanced keyword mapping: related topics
 - d. Content audits
 - e. Internal link-building
 - f. Workshop: Content optimisation task

5. Individual and group tutoring: Benchmark project follow-up

6. Omnichannel strategies
 - a. ¿Do social media platforms contribute to SEO?
 - b. ¿When to invest on PPC?

- c. Referrals & linkbuilding for SEO
 - i. Google Penguin
 - ii. Link signals
 - iii. Do-follow vs. no-follow
 - d. Inbound marketing
 - i. ¿Why inbound marketing?
 - ii. Inbound essentials
 - iii. Key tools: Hubspot
 - e. Workshop: Applying inbound essential to the group project
7. An introduction to social networks
- a. What is a social network?
 - b. What are the main characteristics of social networks?
 - c. Social networks and strategic communication
 - d. A definition of a PR strategy in social networks
 - e. Creating profiles in social networks. Main characteristics
8. Social media analysis – True Social Metrics
- a. Applause, amplification and conversation rates
 - b. Best and worst posts
 - c. Best time to post
 - d. Case study
 - e. Workshop
9. Digital metrics
- a. Big data expert webinar:
 - i. Metrics for the different stages of the customer journey
 - ii. Discovering Google Analytics
 - b. Assigning ROI to SEO and digital channels
 - c. Website maturity model
 - d. Workshop: Defining SMART objectives for digital strategies
10. Final presentations

4. Method of presentation

The teaching methodology will be based on:

- Teacher presentations in the classroom. These will last for approximately 90 minutes per session and will cover search engine optimisation theory, glossary and tools.
- In order to achieve a better understanding of the classroom materials, the methodology of the course will also include:
 - o Case studies to show real-life examples.
 - o Workshops to put into practice all of the topics covered in the class.
- Individual and group tutoring. One to one teaching will be key during the fifth session. The goal of the class will be to follow-up with the individual benchmark to ensure the student applies every SEO concept within the benchmark project.
- A data analysis expert will join the class via a webinar tool to go over KPIs, metrics and Google Analytics.

5. Evaluation

- Individual project: Conducting an SEO benchmark.
 - o To be delivered on the 7th lesson.
- Group project (up to 3 people): Creating a digital project
 - o To be delivered on the 10th class.
- Attendance and participation in classroom.

Activity	Value
Individual project. Summary: <ul style="list-style-type: none">- Kw tracking- Content learnings- Business model	40%
Group project. Summary: <ul style="list-style-type: none">- Buyer persona- Kw research	50%

<ul style="list-style-type: none"> - Competitor kw tracking & opportunities - Content plan & meta data creation - Learnings from competitor sites: business model ideas - Social media actions - Digital KPIs - Smart objectives 	
Attendance and participation in classroom	10%
Total	100%

6. Bibliography and didactic resources

6.1. Required reading

SEO & Content Planning:

- Fishkin, R. & Moz Staff (2018). Chapter 9: *Myths and Misconceptions about Search Engines*. URL: <https://moz.com/beginners-guide-to-seo/myths-and-misconceptions-about-search-engines>
- Fishkin, R. & Moz Staff (2018). *Chapter 5: Keyword Research*. URL: <https://moz.com/beginners-guide-to-seo/keyword-research>
- Kaushik, A. (2013). *See-Think-Do: A Content, Marketing, Measurement Business Framework*. URL: <https://www.kaushik.net/avinash/see-think-do-content-marketing-measurement-business-framework/>
- Fishkin, R. (2018). *What Does It Mean to "Write for SEO" in 2018?* URL: <https://moz.com/blog/write-for-seo-2018>
- Penson, S. (2012). *The Ultimate Guide to Content Planning*. URL: <https://moz.com/blog/the-ultimate-guide-to-content-planning>

- Social Media & Omnichannel strategies:
 - Kaushik, A. (2011). *Best Social Media Metrics: Conversation, Amplification, Applause, Economic Value*. URL: <https://www.kaushik.net/avinash/best-social-media-metrics-conversation-amplification-applause-economic-value/>
 - Dwaley, S. & Aynskey, M. (2018) *How to Prove and Improve Social Media ROI*. URL: <https://blog.hootsuite.com/measure-social-media-roi-business/>
 - Liversidge, C. (2014) *How Social Campaign Audits Can Inform Your SEO*. URL: <https://searchengineland.com/social-campaign-audits-seo-debunking-myths-quick-wins-203718>

- Analytics:
 - Kaushik, A. (2015). *See, Think, Do, Care Winning Combo: Content +Marketing +Measurement!* URL: <https://www.kaushik.net/avinash/see-think-do-care-win-content-marketing-measurement/>
 - Kaushik, A. (2018). *The Impact Matrix | A Digital Analytics Strategic Framework*. URL: <https://www.kaushik.net/avinash/impact-matrix-digital-analytics-framework/>

- Entrepreneurship:
 - Altman, S. & Moskovitz, S. (2014). *Lesson 1: How to Start a Startup*. URL: <https://startupclass.samaltman.com/>
 - Altman, S. (2014). *Lesson 2: Team and Execution*. URL: <https://startupclass.samaltman.com/>
 - Andrews, D. & Schoen, I. (2018). *Personal and Financial Freedom through Small Business Ownership*. Podcast URL: <http://www.tropicalmba.com>

- Live resources:
 - <https://moz.com/blog/category/whiteboard-friday>
 - <https://academy.hubspot.com>
 - <https://econsultancy.com/>
 - <https://searchengineland.com/>
 - <https://www.copyblogger.com/>
 - <https://www.thinkwithgoogle.com/>

- Tools
 - GSC:
<https://support.google.com/webmasters/?hl=en#topic=3309469>
 - Google Tag Manager. URL:
<https://www.google.com/analytics/tag-manager/>
 - Google Analytics. URL:
<https://www.google.com/analytics/analytics/features/>
 - Screaming Frog. URL:
<https://www.screamingfrog.co.uk/seo-spider/user-guide/>
 - True Social Metrics: <https://www.truesocialmetrics.com/>
 - Semrush: <https://www.semrush.com/>
 - Keyword Planner: <https://ads.google.com/home/>

6.2. Recommended reading

- Technical solutions:
 - Vv. Aa. (2018). *TechSEO Boost 2018*. URL:
<https://www.catalystdigital.com/techseoboost-livestream-2018/>
 - De Valk, J. (2018). *Hreflang: The Ultimate Guide*. URL:
<https://yoast.com/hreflang-ultimate-guide/>
 - De Valk, J. (2018). *Rel=canonical: The Ultimate Guide*. URL: <https://yoast.com/rel-canonical/>
 - Ohye, M. (2018). *Indicating Paginated Content to Google*. URL:

<https://support.google.com/webmasters/answer/1663744?hl=en>

- Hoffman, B. (2013). *Improving Search Rank by Optimizing Your Time to First Byte*. URL: <https://moz.com/blog/improving-search-rank-by-optimizing-your-time-to-first-byte>
- Naji, C. (2017). *404 Pages with the Best UX Yet: 6 Design Tips*. URL: <https://www.justinmind.com/blog/6-best-practices-for-404-pages-with-killer-ux/>

6.3. Other bibliography

Berman, S., Battino, B., Shipnuck, L. & Neus, A. (2007) *The end of advertising as we know it*, New York: IBM Global Services. URL: <https://www-935.ibm.com/services/us/gbs/bus/pdf/ibv-g510-7869-01-advertising.pdf>

Blanchard, O. (2015). *Social Media ROI. Managing and Measuring Social Media Efforts in Your Organization*. Boston: Pearson Education.

Brink, T., Vergel, D. & Word, S. (2002) *Usability for the Web: Designing Web Sites that Work*. San Francisco: Morgan Kaufman.

Meerman Scott, D. (2007) *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly*. Hoboken, NJ: John Wiley & Sons.

Einwiller, S. A., & Steilen, S. (2014). Handling complaints on social network sites – An analysis of complaints and complaint responses on Facebook and Twitter pages of large US companies. *Public Relations Review*, 41(2), 195–204. doi:10.1016/j.pubrev.2014.11.012

Scolari, Carlos A. (2008) On-Line Brands. Branding, Possible Worlds and Interactive Grammars, *Semiotica*, vol. 169 1/4, pp. 143 – 162

Frame, A., & Brachotte, G. (2014). Le tweet stratégique: Use of twitter as a PR tool by french politicians. *Public Relations Review*, 41(April), 278–287. doi:10.1016/j.pubrev.2014.11.005



Graham, M. W., Avery, E. J., & Park, S. (2015). The role of social media in local government crisis communications. *Public Relations Review*, 41(3), 386–394. doi:10.1016/j.pubrev.2015.02.001

Sernovitz, A. (2009) *Word of Mouth Marketing: How Smart Companies Get People Talking*. Nueva York: Kaplan.

7. Glossary of terms:

- Basics: keyword research, short-term keywords, long-tail keywords, keyword mapping, content planning, title, description, h1, meta data optimisation, keyword tracking, truncated meta data, snippet, query, SERP.
- Content: poor content, thin content, content duplication, keyword stuffing, content cluster, Google Panda.
- Link-building: Google Penguin, spam links, link signal, do-follow links, no-follow links, disavow links, alt text, anchor text.
- Technical: site architecture, internal links, domain sprawl, pagination, canonical, hreflang, no-index, time to first byte, indexation, accelerated mobile pages, to crawl, domain, domain authority, mobile first index, Google Pigeon, search operator.
- Analytics: sessions, new users, users, bounce rate, conversion rate, channel, CTR, impressions, pageview, ranking position, time on page.
- Inbound marketing: marketing automation.