**DISCIPLINE DesCRIPTION**

**1. Information about the program**

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| 1.1 Higher education institution | Babeş-Bolyai University |
| 1.2 Faculty | Faculty of Political, Administrative and Communication Sciences |
| 1.3 Department | Department of Communication, Public Relations and Advertising |
| 1.4 Field of study | Communication Science |
| 1.5 Level of study | Master |
| 1.6 Study program / Qualification | Public Relations and Advertising |

**2. Information about the discipline**

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| 2.1 Discipline title | | | **ONLINE ADVERTISING** | | | | | | |
| 2.2 Course lecturer | | | | |  | | | | |
| 2.3 Seminar assistant | | | | |  | | | | |
| 2.4 Year of study | 2nd | 2.5 Semester | | 3rd | | 2.6. Evaluation type | Final examination | 2.7 Discipline type | Mandatory |

**3. Total estimated time** (hours of didactic activities per semester)

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| 3.1 Number of hours per week | 3 | | of which: 3.2 course | | 2 | 3.3 seminar/laboratory | 1 |
| 3.4 Total hours in the study plan | 42 | | of which: 3.5 course | | 28 | 3.6 seminar/laboratory | 14 |
| Time distribution: | | | | | | | hrs |
| Studying the manual, course reader, bibliography and notes: | | | | | | | 10 |
| Supplementary documentation in the library, on electronic platforms and in the field: | | | | | | | 5 |
| Preparing seminars/laboratories, homework, syntheses, portfolios and essays: | | | | | | | 5 |
| Tutorials | | | | | | | 2 |
| Examinations | | | | | | |  |
| Other activities: .................. | | | | | | |  |
| 3.7 Total hours of individual study | | 60 | |
| 3.8 Total hours per semester | | 120 | |
| 3.9 Number of credits | | 7 | |

**4. Prerequisites** (where applicable)

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| 4.1 based on the curriculum |  |
| 4.2 based on competences |  |

**5. Conditions** (where applicable)

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| 5.1 for the course |  |
| 5.2 for the seminar/laboratory |  |

**6. Accumulated specific competencies**

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| **Professional competencies** | * Acquiring the skills to use new information and communication technologies (NTIC), including new media * Apply the creative idea to elements specific to the online environment, taking into account the specific objectives of the campaign. * Developing the capacity to develop complex advertising projects using IT technology * Establishing strategic planning for the management of communication and PR failures * Acquiring the competencies to develop and manage a website for a company or business. * Applying the creative idea to the specific elements of the ad campaign, taking into account the specific objectives of the online campaign. * Differentiated use and analysis on areas of professional communication of media plan specifics (coverage, frequency, etc.) |
| **Transversal competencies** | * Objective self-evaluation of the need for vocational training in order to integrate and maintain adaptability to the requirements of the labor market * Application of effective work techniques in a multidisciplinary team with the fulfillment of certain tasks on hierarchical levels (web administrator, creative content, responsible for promotion) |

**7. Discipline objectives** (from the accumulated competencies grid)

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| 7.1 General objective | * Developing the capacity to design and manage a website using existing IT technology; publicly promoting the website and measuring traffic. |
| 7.2 Specific objectives | * Acquiring the skills to use new information and communication technologies (NTIC), including new media * Apply the creative idea to elements specific to the online environment, taking into account the specific objectives of the campaign. * Developing the capacity to develop complex advertising projects using IT technology * Preparing strategic planning for managing communication and PR malfunctions. |

**8. Contents**

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| 8.1 Course | Teaching methods | Observations |
| 1. Introduction. Specific technical terms: IP, port, hosting, server etc. | Oral presentation and discussions |  |
| 1. Types of Internet Advertising and Payment Systems (CPC, CPM, CPA) | Oral presentation and discussions |  |
| 1. Ads paid through ad network and Facebook ads. Click auction. | Oral presentation and discussions |  |
| 1. Optimal Positions of Advertising on the Website. Page view studies (eye-tracking). | Oral presentation and discussions |  |
| 1. Retention of the user on the website | Oral presentation and discussions |  |
| 1. Social media and blogging | Oral presentation and discussions |  |
| 1. Word of mouth online | Oral presentation and discussions |  |
| 1. Online reputation | Oral presentation and discussions |  |
| 1. Search engine optimization | Oral presentation and discussions |  |
| 1. Sponsored ads | Oral presentation and discussions |  |
| 1. Campaign case studies and successful websites | Oral presentation and discussions |  |
| 1. Facebook Ads | Oral presentation and discussions |  |
| 1. Instagram Ads | Oral presentation and discussions |  |
| 1. Final recapitulation | Oral presentation and discussions |  |
| Bibliografie  Godin, Seth. *Unleashing the Ideavirus: Stop Marketing AT People! Turn Your Ideas into Epidemics by Helping Your Customers Do the Marketing thing for You*, Do You Zoom Inc. 2001  Charlett, D., Garland, R., Marr, N.. How Damaging is Negative Word of Mouth? *Marketing Bulletin*, 1995, 6, 42-50, Research Note 1  **Chung**, Cindy M.Y. / Peter R. **Darke** (**2006**): “The Consumer as Advocate: Self-Relevance, Culture, and Word-of-Mouth,” Marketing Letters, 17 (4), 269-279  **Chevalier**, Judith and Dina **Mayzlin**. “The Effect of Word of Mouth on Sales: Online Book Reviews." Journal of Marketing Research (August 2006)  **Asdemir**, K., and **Yahya**, M.A. Legal and strategic perspectives on click measurement. SEMPO Institute Opinions and Editorials (2006)  Marketing Sherpa. 2005. *Landing Page Eyetracking Study*  Rosenkrans, G. The creativeness and efectiveness of online interactive rich media advertising, Journal of Interactive Advertising, 2009  Jansen, B. J., Liu, Z., and Simon, Z. (2013) [The Effect of Ad Rank on Performance of Keyword Advertising Campaigns](http://faculty.ist.psu.edu/jjansen/academic/jansen_ad_rank.pdf). Journal of the American Society for Information Science and Technology, 64(10), 2115-2132.  Jansen, B. J., Moore, K., and Carman, S. (2013) [Evaluating The Performance of Demographic Targeting Using Gender in Keyword Advertising](http://faculty.ist.psu.edu/jjansen/academic/jansen_gender_ppc.pdf). Information Processing & Management. 49(1), 286-302.  Zhang, L, Jansen, B. J., Mattia, A. S. (2012) [A Branding Model for Web Search Engines](http://faculty.ist.psu.edu/jjansen/academic/jansen_search_engine_brand_2012.pdf). International Journal of Internet Marketing and Advertising. 7(3), 195 – 216.  Zhang, M., Jansen, B. J., and Chowdhury, A. (2011) [Influence of Business Engagement in Online Word-of-mouth Communication on Twitter: A Path Analysis](http://faculty.ist.psu.edu/jjansen/academic/jansen_business_twitter.pdf).Electronic Markets: The International Journal on Networked Business. 21(3), 161-175.  Jansen, B. J., Sobel, K., and Zhang, M. (2011) [The Brand Effect of Key Phrases and Advertisements in Sponsored Search](http://faculty.ist.psu.edu/jjansen/academic/jansen_branded_keywords_2011.pdf).International Journal of Electronic Commerce. 6(1), 77-106.  Jansen, B.J. Sobel, K. and Cook, G. (2011) [Classifying Ecommerce Information Sharing Behaviour by Youths on Social Networking Sites](http://faculty.ist.psu.edu/jjansen/academic/jjansen_myyearbook.pdf).Journal of Information Science. 37(2), 120-136.  Rosso, M. A. and Jansen, B. J. (2010) [Brand Names as Keywords in Sponsored Search Advertising](http://faculty.ist.psu.edu/jjansen/academic/jansen_brand_names_keywords.pdf). Communications of the Association for Information Systems. 27, Article 6. Available at:<http://aisel.aisnet.org/cais/vol27/iss1/6>  Jansen, B. J., Zhang, M, Sobel, K, and Chowdhury, A (2009) [Twitter Power: Tweets as Electronic Word of Mouth](http://faculty.ist.psu.edu/jjansen/academic/jansen_twitter_electronic_word_of_mouth.pdf). Journal of the American Society for Information Sciences and Technology, 60(11), 2169–2188.  Jansen, B. J., Zhang, M., and Schultz, C. (2009) [Search engine brand and the effect on user perception of searching performance](http://faculty.ist.psu.edu/jjansen/academic/pubs/jansen_Brand_and_its_effect_on_user_perception_of_search_engine_performance.pdf). Journal of the American Society for Information Sciences and Technology.60(8), 1572-1595.  Rosso, M., McClelland, M. K., Jansen, B. J., and Fleming, S. W. 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(2007) [Patterns and transitions of query reformulation during Web searching](http://faculty.ist.psu.edu/jjansen/academic/jansen_query_reformulation.pdf), International Journal of Web Information Systems. 3(4), 328-340.  Jansen, B. J., Brown, A., and Resnick, M. (2007) [Factors relating to the decision to click-on a sponsored link](http://faculty.ist.psu.edu/jjansen/academic/jansen_factors_sponsored_link_clicks.pdf), Decision Support Systems. 44(1), 46-59.  Jansen, B. J. and Spink, A. (2007) [Sponsored search: Is money a motivator for providing relevant results?](http://faculty.ist.psu.edu/jjansen/academic/jansen_sponsored_links_one_listing.pdf), IEEE Computer. 40(8), 50-55.  Jansen, B. J. (2007) [Click fraud](http://faculty.ist.psu.edu/jjansen/academic/jansen_click_fraud.pdf). IEEE Computer. 40(7), 85-86.  Jansen, B. J. (2007) [The Comparative Effectiveness of Sponsored and Non-sponsored Results for Web Ecommerce Queries](http://faculty.ist.psu.edu/jjansen/academic/pubs/jansen_tweb_sponsored_links.pdf). ACM Transactions on the Web. 1(1), Article 3.  Jansen, B. J., Mullen, T., Spink, A., and Pederson, J. (2006) [Automated gathering of Web information: An in-depth examination of agents interacting with search engines](http://faculty.ist.psu.edu/jjansen/academic/pubs/jansen_search_engine_agents.pdf). ACM Transactions on Internet Technology. 6(4), 442-464.  Jansen, B. J. and Resnick, M. 2006. [An examination of searcher's perceptions of non-sponsored and sponsored links during ecommerce Web searching](http://faculty.ist.psu.edu/jjansen/academic/pubs/sponsored_links_jansen.pdf). *Journal of the American Society for Information Science and Technology*. 57(14), 1949-1961.  Nielsen, J. *How long do users stay on webpages?* Nielsen-Norman Group, 2011 | | |
| 8.2 Seminar / laboratory | Teaching methods | Observations |
| 1. An introduction to the seminar’s requirements | Class discussions & fieldwork debriefing |  |
| 1. CMS and hosting | Class discussions & fieldwork debriefing |  |
| 1. How to use a CMS, live examples | Class discussions & fieldwork debriefing |  |
| 1. Settings, Users, Widgets | Class discussions & fieldwork debriefing |  |
| 1. Pages, posts and content creation | Class discussions & fieldwork debriefing |  |
| 1. Categories and tags | Class discussions & fieldwork debriefing |  |
| 1. Google Analytics and visitor monitoring | Class discussions & fieldwork debriefing |  |
| 1. New plugins and new functionalities on a website | Class discussions & fieldwork debriefing |  |
| 1. Search Engine Optimization | Class discussions & fieldwork debriefing |  |
| 1. Social Media platforms: types and uses | Class discussions & fieldwork debriefing |  |
| 1. Discussions on specific projects’ issues | Class discussions & fieldwork debriefing |  |
| 1. Projects’ presentations | Class discussions & fieldwork debriefing |  |
| 1. Projects’ presentations | Class discussions & fieldwork debriefing |  |
| 1. Projects’ presentations | Class discussions & fieldwork debriefing |  |
| **Bibliography:**  Search Engine Optimization Starter Guide, by Google. 2010.  Coveney, David. Interconnectit Wordpress User guide. 2011. | | |

**9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program’s corresponding field**

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**10. Evaluation**

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| Type of activity | 10.1 Evaluation criteria | 10.2 Evaluation methods | 10.3 Weight in final mark |
| 10.4 Course | Evaluation of the acquired knowledge and the use of the specific terminology | Project | 50% |
| 10.5 Seminar/laboratory | Journal of ideas |  | 20% |
| Activities |  | 30% |
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| 10.6 Minimum performance standard | | | |
| Minimum course standards: Students will not be required to reproduce exactly the course elements, but they will need to demonstrate that they are able to choose the best solutions for optimizing web visibility in most of the requested cases.  Minimum web design standards: The student is able to create a graphically appropriate website, visited by at least 100 users in the target group, easily navigable, using a minimum of optimization elements. | | | |

Date

May 2018

Course lecturer signature Seminar assistant signature

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Date of approval in the Department

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Head of department’s signature

Prof. Ioan Hosu

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