

DISCIPLINE DESCRIPTION

1. Information about the program

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	Advertising and PR (GERMAN)

2. Information about the discipline

2.1 Discipline title	ONLINE PR AND ADVERTISING (UMG4306)						
2.2 Course lecturer	Spoaller Francisc Dorin						
2.3 Seminar assistant	Spoaller Francisc Dorin						
2.4 Year of study	2 n d	2.5 Semester	3 rd	2.6. Evaluation type	E	2.7 Discipline type	Mandatory

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

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:					25
Supplementary documentation in the library, on electronic platforms and in the field:					15
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					20
Tutorials					7
Examinations					6
Other activities: Wordpress activities					10
3.7 Total hours of individual study	83				
3.8 Total hours per semester	125				
3.9 Number of credits	5				

4. Prerequisites (where applicable)

4.1 based on the curriculum	<ul style="list-style-type: none"> N/A
4.2 based on competences	<ul style="list-style-type: none"> Minimum computer skills

5. Conditions (where applicable)

5.1 for the course	<ul style="list-style-type: none"> N/A
5.2 for the seminar/laboratory	<ul style="list-style-type: none"> The existence of a functional laboratory room, a web domain and hosting services

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • Acquiring the skills to use new information and communication technologies (ICT), including new media • Application of the creative idea in the specific elements of the online environment, considering the specific objectives of the campaign. • Developing the capacity to develop complex advertising projects, using IT technology • Elaboration of strategic plans for the management of communication dysfunctions and RP • Competences to develop and manage a presentation website for a company or an enterprise. • Application of the creative idea in the specific elements of the advertising campaign considering the specific objectives of the online campaign. • The use and differentiated analysis in the fields of professional communication of the specific indexes of the media plan (coverage, frequency, etc.). Indexes to which are added several indicators specific to the online environment: click-through rate, number of impressions, etc.
Transversal competencies	<ul style="list-style-type: none"> • Objective self-assessment of the need for professional training for the purpose of insertion and maintaining adaptability to the requirements of the labor market • Applying effective work techniques in the multidisciplinary team with the performance of certain tasks on hierarchical levels (web administrator, content creator, responsible for promotion)

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • Developing the capacity to develop and administer a website, using existing IT technology; public promotion of the website and measurement of the traffic obtained.
7.2 Specific objectives	<ul style="list-style-type: none"> • Acquiring the skills to use new information and communication technologies (ICT), including new media • Application of the creative idea in the specific elements of the online environment, considering the specific objectives of the campaign. • Developing the capacity to develop complex advertising projects, using IT technology • Elaboration of strategic plans for the management of communication dysfunctions and RP

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction. Specific technical terms: IP, port, hosting, server, etc.	Presentation, exposition, discussions and debates + multimedia demonstrations	
2. Types of Internet advertising and payment systems (CPC, CPM, CPA)	Presentation, exposition, discussions and debates + multimedia demonstrations	
3. Paid advertisements through ad network and Facebook ads. Click auction.	Presentation, exposition, discussions and debates + multimedia demonstrations	
4. Optimum positions of advertising on the website. Page view studies (eyetracking).	Presentation, exposition, discussions and debates + multimedia demonstrations	
5. User retention on the website	Presentation, exposition, discussions	

	and debates + multimedia demonstrations	
6. Social media and blogging	Presentation, exposition, discussions and debates + multimedia demonstrations	
7. Word of mouth online	Presentation, exposition, discussions and debates + multimedia demonstrations	
8. Online reputation. Online reputation monitoring.	Presentation, exposition, discussions and debates + multimedia demonstrations	
9. Search engine optimization	Presentation, exposition, discussions and debates + multimedia demonstrations	
10. Sponsored ads against SEO	Presentation, exposition, discussions and debates + multimedia demonstrations	
11. Case studies of successful campaigns and websites	Presentation, exposition, discussions and debates + multimedia demonstrations	
12. Recap	Presentation, exposition, discussions and debates + multimedia demonstrations	

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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)

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Marketing Sherpa. 2005. Landing Page Eyetracking Study

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Jansen, B. J., Liu, Z., and Simon, Z. (2013) [The Effect of Ad Rank on Performance of Keyword Advertising Campaigns](#). Journal of the American Society for Information Science and Technology, 64(10), 2115-2132.

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Zhang, L, Jansen, B. J., Mattia, A. S. (2012) [A Branding Model for Web Search Engines](#). International Journal of Internet Marketing and Advertising. 7(3), 195 – 216.

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Jansen, B. J., Sobel, K., and Zhang, M. (2011) [The Brand Effect of Key Phrases and Advertisements in Sponsored Search](#). *International Journal of Electronic Commerce*. 6(1), 77-106.

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Rosso, M., McClelland, M. K., Jansen, B. J., and Fleming, S. W. (2009) [Using Google AdWords in the MBA MIS Course](#). *Journal of Information System Education*. 20(1), 41-50. [Using AdWords for Course Project](#)

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8.2 Seminar / laboratory	Teaching methods	Observations
1. Identifying the theme of the website, name, URL	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through tutoring. Demonstrations on the projector.	
2. CMS installation on hosting, subdomain creation	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through tutoring. Demonstrations on the projector.	
3. Use of CMS – choice of graphics, templates, themes	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through tutoring. Demonstrations on the projector.	

4. Using the Settings and Users menus. Using Widgets.	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through tutoring. Demonstrations on the projector.	
5. Creating pages and posts, adding content to them	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through tutoring. Demonstrations on the projector.	
6. Use of categories, tags	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through tutoring. Demonstrations on the projector.	
7. Creation of menus. Content organization	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through tutoring. Demonstrations on the projector.	
8. Traffic monitoring through Google Analytics	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through tutoring. Demonstrations on the projector.	
9. Installing applications from the Plugins menu	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through tutoring. Demonstrations on the projector.	
10. Use of SEO applications	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through tutoring. Demonstrations on the projector.	
11. Correlation of the website with social media	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through tutoring. Demonstrations on the projector.	
12. Promotion of the website through unpaid tactics	"Hands on" - directly on the Internet, on a public domain (crpp.ro), through	

tutoring.
Demonstrations on the projector.

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Coveney, David. Interconnectit Wordpress User guide. 2021.

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

- Web administration skills are required in the job postings of many public relations or advertising companies. A large part of the promotional actions of the companies has moved to the virtual environment.
- The discipline also addresses concepts important to the epistemic community.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Exam	Presentation of the website created at the laboratory, presentation of campaigns on premium PR and Advertising platforms	60%
10.5 Seminar/laboratory	Web based project	Written exam	40%
10.6 Minimum performance standard			
Minimum course standards: Students will not be required to reproduce exactly elements of the course, but they will have to demonstrate that they are able to choose the best solutions for optimizing web visibility in most of the cases requested.			
Minimum web design standards: the student is able to create a graphically appropriate website, visited by at least 100 users from the target group, easily navigable, using a minimum of optimization elements.			

Date
1 October 2024

Course lecturer signature
Spoaller Francisc Dorin



Seminar assistant signature
Spoaller Francisc Dorin



Head of department’s signature
Prof. Ioan Hosu



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