

1. BASIC DATA

Subject	Web Content Development
Degree	Marketing
Faculty	Social Sciences
Course	2nd
ECTS	6ECTS
Carácter	Mandatory
Idioma/s	English
Modality	In Person
Semester	S2
Academic Course	2025-2026
Teacher	Carlos Gonzalo Penela

2. PRESENTATION

This course provides students with the tools to understand the key elements of content proposals for a website, as well as the creation of landing pages. Students will learn the critical factors for organically positioning such content in search engines.

In addition to covering the basics for developing a company website, the course will focus on the core principles of Inbound Marketing techniques. Alongside the strategy, this course equips students with the ability to understand how a website is created (basic programming language), the various types of content that can be utilized in such a strategy, and the essential elements for preparing this content.

3. COMPETENCES AND LEARNING OUTCOMES

Basic and General Competences:

- **CB2** – Students will be able to apply their knowledge to their work or vocation in a professional manner and demonstrate the competencies typically required through the development and defense of arguments and problem-solving in their area of study.
- **CB3** – Students will have developed the necessary learning skills to undertake further studies with a high degree of autonomy.

Transversal Competences:

- **CT01** – Ethical values: The ability to think and act according to universal principles based on the value of the individual, directed toward their full development, and involving commitment to certain social values.

- **CT02** – Autonomous learning: The ability to select strategies for searching, analyzing, evaluating, and managing information from diverse sources, as well as to learn and apply knowledge independently.
- **CT04** – Written and oral communication: The ability to transmit and receive data, ideas, opinions, and attitudes for achieving understanding and action, using words and gestures (oral communication) or writing and graphic support (written communication).

Specific Competences:

- **CE06** – Ability to apply communication concepts to generate effective messages, using appropriate channels and adapting to the target audience.
- **CE08** – Ability to interpret arguments from briefs and produce marketing actions aimed at meeting and satisfying the needs of the target audience.
- **CE12** – Ability to interpret the return on investment in the marketing function, seeking to improve market share and departmental profitability.

Learning Outcomes:

- **R.A. 1:** Draft engaging content for a website.
- **R.A. 2:** Understand the key elements that turn a website content proposal into a landing site.
- **R.A. 3:** Prepare graphic content for a website (illustrations, image editing, layout design, etc.).
- **R.A. 4:** Identify the key variables that help position a website favorably in search engines.

The table below outlines the relationship between course competences and learning outcomes:

Competences	Learning Outcomes
CB2, CB3, CT02, CT04, CE06	RA1
CB2, CB3, CT02, CT04, CE06, CE08, CE12	RA2
CB2, CB3, CT02, CT02, CE04, CE06, CE08, CE12	RA3
CB2, CB3, CT01, CT02, CE06, CE12	RA4

4. CONTENTS

Topic 1: Creativity and Idea Generation

Topic 2: Fundamentals of Inbound Marketing

Topic 3: Content Writing and Storytelling

Topic 4: Visual Content Creation

Topic 5: Video Content Production

Topic 6: Web Development and Integration

5. TEACHING-LEARNING METHODOLOGIES

The following teaching-learning methodologies will be applied:

- **Flipped Classroom:** Weekly reference materials, such as articles, videos, and guides, will be provided for students to study independently before class. This prepares them for active participation in workshops.
- **Workshop-Based Learning:** Hands-on sessions will focus on mastering tools and techniques for content creation, including text, visuals, audio, and video.
- **Project-Based Learning:** Students will work on a personal or thematic web project throughout the course, integrating all the content types explored in workshops.
- **Collaborative Learning:** Group activities will encourage peer collaboration, brainstorming, and shared feedback on content development and project execution.
- **Problem-Solving Activities:** Real-world challenges related to content marketing and web development will be analyzed and resolved, emphasizing critical thinking.
- **Simulation Environments:** Students will practice using professional tools and platforms, such as WordPress, Canva, and video editing software, in realistic scenarios.

6. LEARNING ACTIVITIES

Below, the types of learning activities that will be carried out and the corresponding hours of student dedication are identified:

Face-to-face modality:

Learning Activity	Hours
AF1. Independent work: Weekly readings and preparation of reference materials (articles, videos, guides) provided through flipped classroom methodology.	25
AF2. Workshop sessions: Hands-on activities focused on content creation tools and techniques, including text, visuals, video, and website integration.	45
AF3. Oral presentations: Sharing and defending content ideas or project progress to peers and instructors for feedback.	10
AF4. Problem-solving activities: Practical exercises addressing real-world challenges in content marketing and web development.	15
AF5. Collaborative group work: Peer collaboration on brainstorming, feedback, and refining content for the final web project.	30

AF6. Knowledge test: A formal evaluation to assess understanding of key theoretical concepts and methodologies.	5	
AF7. Tutorials: One-on-one or group mentoring sessions to provide personalized feedback and guidance on projects and content creation.	5	
AF8. Project work: Development of the personal or thematic web project, integrating all weekly deliverables (text, visual, video) into a cohesive website.	18	
TOTAL	150h.	

7. EVALUATION

The evaluation systems are listed below, as well as their weight in the total grade of the subject:

Evaluation System	Weight
Workshops (weekly deliverables)	35%
Web Project	30%
Documentation (tools and processes)	5%
Oral Presentation	10%
Knowledge Test	20%

Details about evaluation activities, deadlines, and procedures can be accessed through the Virtual Campus.

7.1. Regular Call

To pass, a weighted final grade of 5.0 out of 10.0 or higher is required. Additionally, at least 5.0 must be achieved in the final exam for it to count toward the final grade.

7.2. Extraordinary Call

In case of failure in the regular call, incomplete or failed activities must be submitted after receiving feedback from the instructor.

8. SCHEDULE

This section indicates the schedule with delivery dates for assessable activities of the subject:

Evaluable activity	Date	Weight (%)
Activity 1: Inbound Marketing Content Plan Description: Students will develop an inbound marketing strategy for their web project, defining the target audience (buyer persona), creating a content plan, and mapping out a content funnel. Deliverable: A detailed inbound marketing plan with a focus on strategy, audience, and objectives.	Weeks 1–3	10 %
Activity 2: Written Content Workshop Description: Students will create engaging written content, including blog posts, SEO-friendly articles, and storytelling elements for their web project. The focus will be on writing techniques, tone, and audience adaptation. Deliverable: Finalized and published pieces of written content.	Weeks 4–6	15 %
Activity 3: Visual Content Workshop Description: Students will design and edit visual content, such as infographics, banners, and social media visuals, using tools like Canva or Photoshop. These visuals will complement their web project. Deliverable: At least three visual assets optimized for their web project.	Weeks 7–9	10 %
Activity 4: Video Content Workshop Description: Students will learn the basics of video production and editing. They will create short videos (e.g., tutorials, promotional content, or storytelling videos) for their web project. Deliverable: Two fully edited and uploaded videos.	Weeks 10–12	15%
Final Activity: Web Project Description: Using the content created in the workshops, students will build a personal or thematic website that integrates all types of content (written, visual, and video). The website should reflect their chosen theme or personal identity. Deliverable: A functional and visually appealing website.	Weeks 13–14	30%
Knowledge test	Week 16	20%

This schedule may be modified for logistical reasons of the activities. Any modification will be notified to the student in a timely manner.

9. BIBLIOGRAPHY

Content Chemistry: The Illustrated Handbook for Content Marketing" by Andy Crestodina

- This comprehensive manual offers practical guidance on digital marketing strategy, SEO, social media, email marketing, and analytics.
- URL: <https://www.amazon.com/Content-Chemistry-Illustrated-Handbook-Marketing/dp/0988336499>

They Ask, You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer" by Marcus Sheridan

- This book provides insights into creating content that addresses customer questions and needs, fostering trust and driving sales.
- URL: <https://www.amazon.com/They-Ask-You-Answer-Revolutionary/dp/1119312973>

Content Marketing For Dummies" by Susan Gunelius

- A beginner-friendly guide that covers the essentials of content marketing, including strategy development and implementation.
- URL: <https://www.amazon.com/Content-Marketing-Dummies-Susan-Gunelius/dp/1118007298>

The Content Marketing Handbook: How to Double the Results of Your Marketing Campaigns" by Robert W. Bly

- This handbook offers strategies to enhance the effectiveness of your content marketing efforts.
- URL: <https://www.amazon.com/Content-Marketing-Handbook-Results-Campaigns/dp/1599186608>

The Ultimate Guide to Content Marketing" by ON24

- A comprehensive online guide that breaks down the essentials of content marketing, providing information to develop effective campaigns.
- URL: <https://www.on24.com/guides/content-marketing/>

What is Content Marketing? A Complete Guide" by Asana

- This guide explains the fundamentals of content marketing and offers steps to get started with your strategy.
- URL: <https://asana.com/resources/content-marketing>

The Complete Content Marketing Guide For 2025" by Copyblogger

- An in-depth guide that provides information on understanding and implementing a content marketing strategy.
- URL: <https://copyblogger.com/content-marketing/>

Content Marketing Guide" by Hinge Marketing

- A PDF guide that discusses strategies for producing and distributing valuable content to your target audience.
- URL: https://hingemarketing.com/uploads/content_marketing_guide.pdf

The Definitive Guide to Engaging Content Marketing" by Marketo

- This guide outlines how to build a solid content marketing strategy using essential stages of content creation.
- URL: <https://business.adobe.com/resources/guides/definitive-guide-to-engaging-content-marketing.html>

Content Marketing: The Complete Guide & Examples" by Sprout Social

- A comprehensive piece that explains how to create a content marketing strategy and its role within each stage of the marketing funnel.
- URL: <https://sproutsocial.com/insights/content-marketing/>

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI) provides support to our students throughout their university journey to help them achieve their academic goals. Other key pillars of our work include the inclusion of students with specific educational support needs, ensuring universal accessibility across the university campuses, and promoting equal opportunities.

This unit offers the following services to students:

- Support and follow-up through personalized guidance and plans for students who need to improve their academic performance.
- Diversity assistance, including non-significant curricular adjustments, such as adaptations in methodology and evaluation, for students with specific educational support needs, ensuring equity of opportunities for all.
- Providing students with extracurricular training resources to help them develop various competencies that will enrich their personal and professional growth.
- Vocational guidance, offering tools and advising students who have doubts about their career choices or believe they may have chosen the wrong program.

Students requiring educational support can contact us at:

unidad.diversidaduev@universidadeuropea.es

11. SATISFACTION SURVEYS

Your Opinion Matters!

The European University encourages you to participate in the satisfaction surveys to identify strengths and areas for improvement regarding faculty, the degree program, and the teaching-learning process.

The surveys will be available in the survey section of your virtual campus or via your email.

Your feedback is essential to improve the quality of the program. Thank you very much for your participation.