

## **Web Design and Analytics in Marketing (6 ECTS)**

This course will cover the basics of Web Design: HTML5 and CSS3 and is intended for use in a beginning web design or web development as well as how to use Wordpress CMS (Content Management System) to build the website. The course covers the basic concepts that web designers need to develop their skills:

- Introductory Internet and Web concepts
- Creating web pages with HTML5
- Configuring text, color, and page layout with Cascading Style Sheets
- Configuring images and multimedia on web pages
- Creating Website using Wordpress CMS
- Web design best practices
- Accessibility, usability, and search engine optimization considerations and publishing site on Internet