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Master in International Business Administration and Languages

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Academic Year 2012/2013

MASTERIBAL.COM WEBSITE

Website creation for Master in International Business Administration and Languages MIBAL.

El mayor objetivo de este proyecto es presentar los pasos y las decisiones tomadas a la hora de realizar una página web nueva que refleje las características, necesidades y oportunidades del Máster en Gestión Internacional de la Empresa e Idiomas. Los objetivos a corto plazo fueron logrados gracias a la labor de los colaboradores de la creación de la página web. Para conseguir lograr los objetivos a largo plazo, al final del proyecto se exponen sugerencias y necesidades a tener en cuenta para los próximos colaboradores.

The main objective of this Project is to present the steps and decisions that have been taken in order to create a new website which a reflection of needs, characteristics and opportunities of the Master in International Business Administration and Foreign Languages. The short term objectives were achieved because of the job made by the collaborators of webpage creation. To achieve long term goals, the Project presents suggestions and needs that should be taken into account for future website collaborators.

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1. Introduction

The main objective of this Project is to present and explain the need of creating a new and complete website for the Master Degree in International Business Administration and Languages, its process and the conclusions.

The Project would be split in 4 different parts:

- The first one: The Idea
- The second one: The process
- The third one: The Presentation
- The forth one: Conclusions.

The first part “The Idea” is related with the need to explain why a creation of a website is important for the Master, when it was created and who collaborate in order to develop this Project.

The second section has to do with the process and the development of the Project. In the part I would explain all the decisions and steps that have been taken in order to reach our goal.

The third part will be dedicate of how the webpage is presented and how we want to reach future students for the Master Degree and the positioning of the webpage thru different social media strategies.

The last section is dedicated for the Conclusions. I would analyze all the steps that have been taken and the final impact of them. A conclusion would be presented not only as a final one but also with suggestions for a short term period.

1.1. Objectives

To explain the objectives of this Project, first I would like to define why it is important to create a website for the Master Degree in International Business Administration. The concept of objectives and importance is closely related, being inseparables in this case.

Generally speaking the importance of the website creation resides in to make the Master

Degree more popular and better known abroad, this importance leads to the final goal of the Master Degree and its website that will be explained in the following section. The nature of the Master Degree is to form a student with international background and different skills and the best way to do it is mixing cultures and knowledge from all over the world.

The objectives which are settled at this moment from the website are the following ones:

- Provide to the potential student a **complete website**:
 - In English, as it is the main language of the Master Degree.
 - All the courses that are provided at the Master, with a description and objectives of each one.
 - Information of the internship program and all the companies that have collaborated with the Master Degree.
 - Information related to the background and achievements of the professors.
 - Information related to the background and achievements of the invited professors.
 - General information of the Campus and the Faculty.
 - Courses, conferences, events that have taken place during the Master Degree.
 - Complete information related to the enrolment, requirements and scholarships.
 - Community of Alumni and their experience during and after the Master.
- Provide to the potential student an easy way to obtain **information** related to all the questions that can appear during the process of choosing a Master Degree.
- To **positionate** the MIBAL (*from here until the end of the Project, MIBAL makes reference to Master in International Business Administration and Languages*) among other Master Degrees with the same or similar nature.
- Create each year a **multicultural team** between professors and students all over the

world.

1.2. The Goal

Each Project has a final goal to be reach, in this project the goal only can be achieved with the objectives that were settled before the MIBAL webpage creation. As I have mentioned, the importance of the project and its objectives are terms that can't be separated, meaning that the goal only will be achieved successfully if all the objectives are completed.

The following part of the project is dedicated to the explanation of each one of the objectives including the steps and process we have taken to develop them.

2. The Steps and the Process

Each objective is composed by multiples characteristics in order to achieve it. Each one of them helps to achieve the final goal: to create and to provide each year a better Master program for the students, training the student as best as the Master Degree does in order to provide a wide range of knowledge of international business and cultures.

2.1. Create a complete website – first approach

This is the first and one of the most important objectives. The importance to create a complete website resides into provide a general information to the potential student related with the Master in International Business Administration and Language. This objective is divided into 3 different and complementary parts:

- 1- Preliminary information.
- 2 - Development process
- 3 - Conclusions / suggestions

2.1.1. Preliminary information

In order to create a complete website and competitive in its related field we should know our main competitors, inside Spain and also abroad. To understand and to analyze the best

positioned Business Schools and MBA we have analyzed the annual report made by Financial Times (image n°1).

	Rank '13	3 yr. rank	School name	Country	Weighted sal. (\$)	Salary inc. (%)
	1	2	Harvard Business School	US	187,223	121
	2	2	Stanford Graduate School of Business	US	194,645	115
	3	2	University of Pennsylvania: Wharton	US	180,772	121
	4	3	London Business School 	UK	160,988	124
	5	6	Columbia Business School	US	174,347	123
	6	5	Insead 	France / Singapore	153,992	96
	7	8	Iese Business School	Spain	146,049	141
	8	8	Hong Kong UST Business School	China	132,685	153
	9	8	MIT: Sloan	US	160,414	117
	10	11	University of Chicago: Booth	US	162,363	108
	11	9	IE Business School 	Spain	157,054	117
	12	17	University of California at Berkeley: Haas	US	151,952	98
	13	17	Northwestern University: Kellogg	US	161,269	99
	14	16	Yale School of Management	US	159,370	118
	15	19	Ceibs	China	131,362	157
	16	18	Dartmouth College: Tuck	US	156,765	117
	16	23	University of Cambridge: Judge 	UK	145,169	98

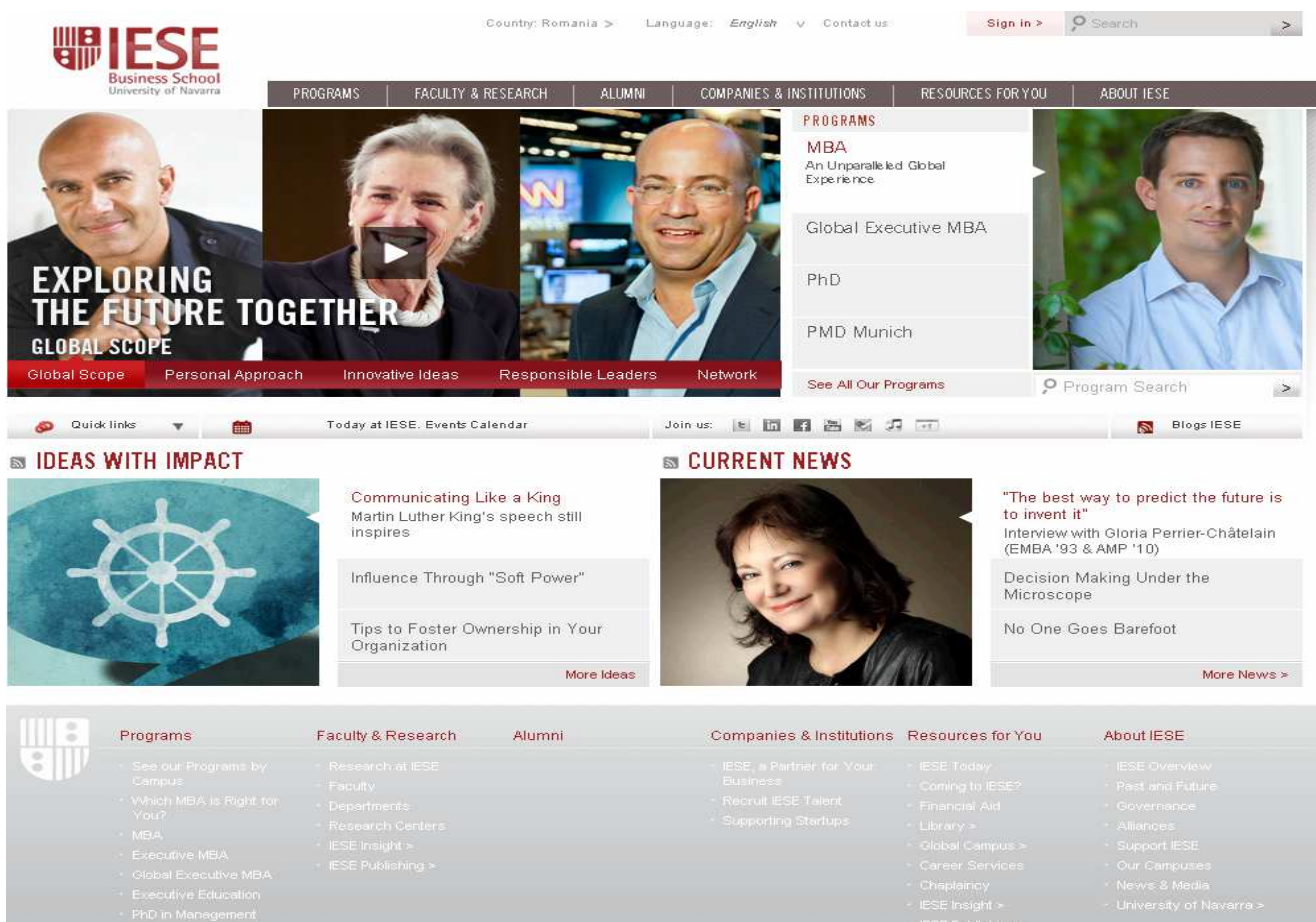
(1) Business School ranking, MBA program global ranking 2012-2013. Source: [Financial](#)

Times

The purpose of this analysis is to not positionate the Master in International Business Administration and Languages at the same or similar level than the MBA offered by Columbia Business School, for example; its main purpose is to take a look of their websites and analyze them in order to create an attractive and complete website.

As we have observed in the top 15, there are two Spanish MBA programs ranked in the position number 7: IESE Business School (Madrid) and in the position number 11: IE Business School (Madrid). This two Business schools website were the first to be analyzed. As the content and the program of Spanish MBA's are similar, the analysis would be focus only on the design of the websites as it was mentioned before.

- **IESE Business School**



(2) *Main page of the IESES Business School [website](#).*

IESE Business School (Instituto de Estudios Superiores de la Empresa) is one of the most recognized Educational Institution which provides a complete MBA program for the students, being this one of the reason for its analysis.

One of the advantages of the website is that it's translated in two different languages: English and Spanish. Analyzing the design and the different pages of the website, we can affirm that it counts with a friendly design, with soft colors and different type of content. The easy up-top menu provides all the relevant information for the current and future student and also for those companies interested for collaboration.

Due to information provided by the website "Alexa" – *the web information company*, we can observe that the website is mainly visited by Spanish, Indians and Brazilians. This data is highly valuable for us because of one of our objectives: attract as much as we can different nationalities to the Master providing extra value for it.



(3) *Audience Geography map provided by the web information company "[Alexa](#)"*

Currently the Master in International Business Administration and Languages had counted with at least 10 nationalities during three years: Spanish, German, French, Russian, Lithuanian, American, Colombian, Vietnamese, Turkish and Moroccan. This mix of cultures have helped all the students to learn international concepts thru experience and not only by case studies or books.

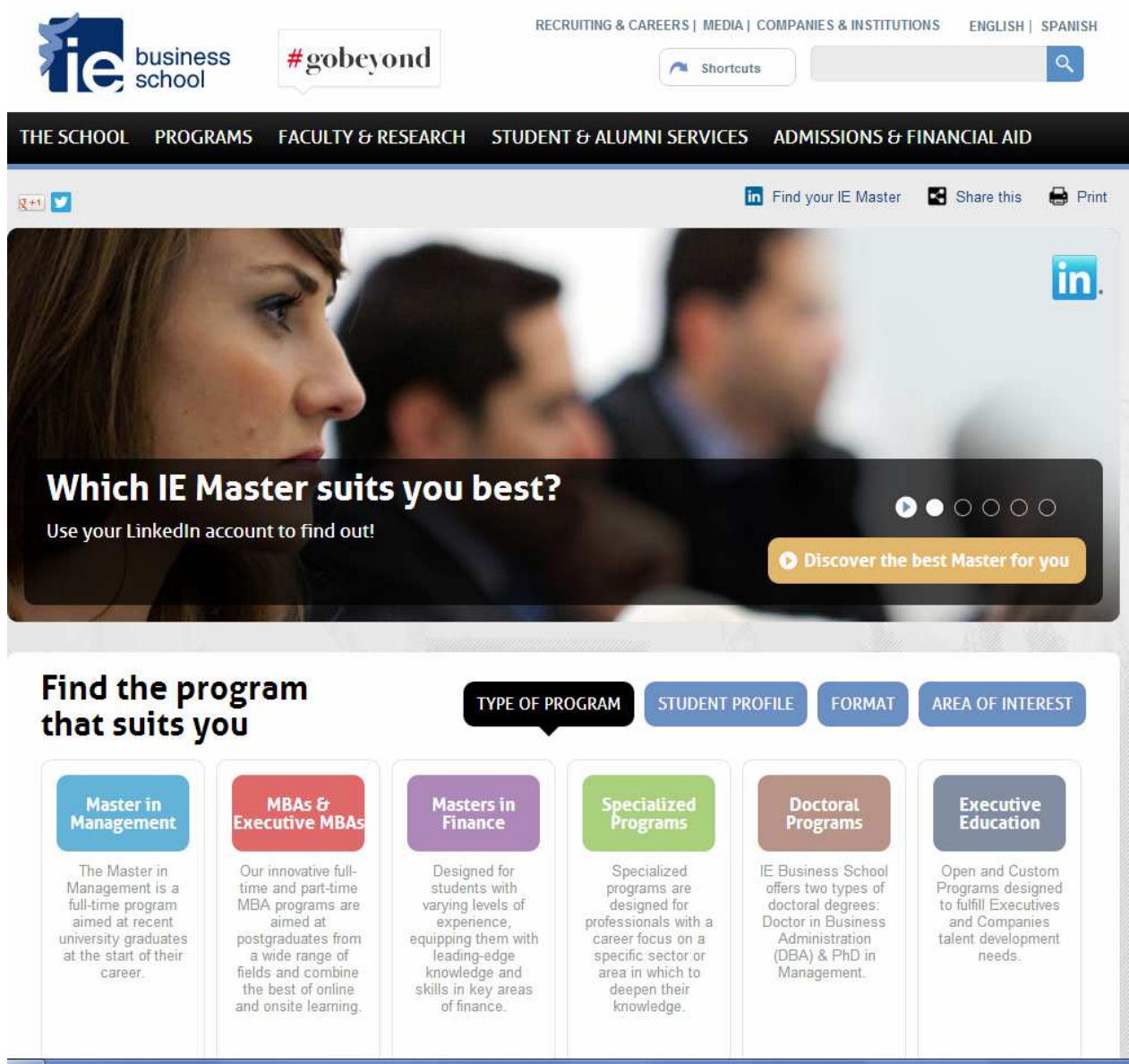
One of the main differences between the websites we visited in order to have a general overview was that besides the one we created almost all the them are focusing into provide first a general information about all the programs that the Institution provides and after a look inside of the MBA programs.

- **IE Business School**

IE Business School (Instituto de Empresa) is the second best ranked Educational Institution of Spain and the 11th from whole over the world. One of the main differences between IE and IESE is that IE Business School is much more focused in Masters Programs than IESE Business School.

As IESE, IE Business school also counts with a website in two different languages, also in the design and the layout of both websites we can observe that IE is focused more to the Social Media with presence of icons of LinkedIn (professional network) and Twitter (social network). The distribution of the content at the main page of the website is very attractive and easy to locate the section that the potential student is looking for. Also the banner with the image of students at the main page makes it more friendly and attractive (see the image number 4 and or visit its website at www.ie.edu)

As it was mentioned before, it's unreal to "compete" for the ranking of Financial Times (see picture n°1) due to the short life period of the Master in International Business Administration (currently the 4th edition have just started). This can be considered as a long term goal, that can be achieved thru the expansion of the Master all around the world, in terms that each year the MIBAL should be more requested and better know.



(4) Main page of the IE Business School [website](https://www.iesb.edu/).

After analyzing the research provided by the website “Alexa” we can observe that the main visitors are Spanish and Indians (the same than IESE Business School), the difference between the visitors of the website from both Spanish Business Schools resides into that IE Business school is more visited by center-north America (United States of America and Mexico) in comparison with South-American visitors of IESE Business Schools (in terms of visitors of the

website related to the geography).



(5) Audience Geography map provided by the web information company “[Alexa](#)”

After analyzing the most best ranked Spanish Business School we had the conclusion that our website mainly should be in English and focused to foreign students. This decision was taken because the Master in International Business Administration already counts with Spanish edition at the webpage of University of Almeria. For the content and the design we have visited and analyzed other websites of Business Schools abroad.

- **London Business School**

We truly believe that the experience of choosing a Master Program and the University/Business School begins from home and from the information you get. One of the decisions made was to create an attractive website for Master in International Business Administration and Languages representing the spirit and the character of the Master. Even London Business School is very well positioned by Financial Times (Top 5 ranking in the last decade) its design does not match with our vision of an attractive website. Even the content is valuable and highly important for the potential student its distribution is not the suitable one for draw the attention of the visitor. (see picture n°6)



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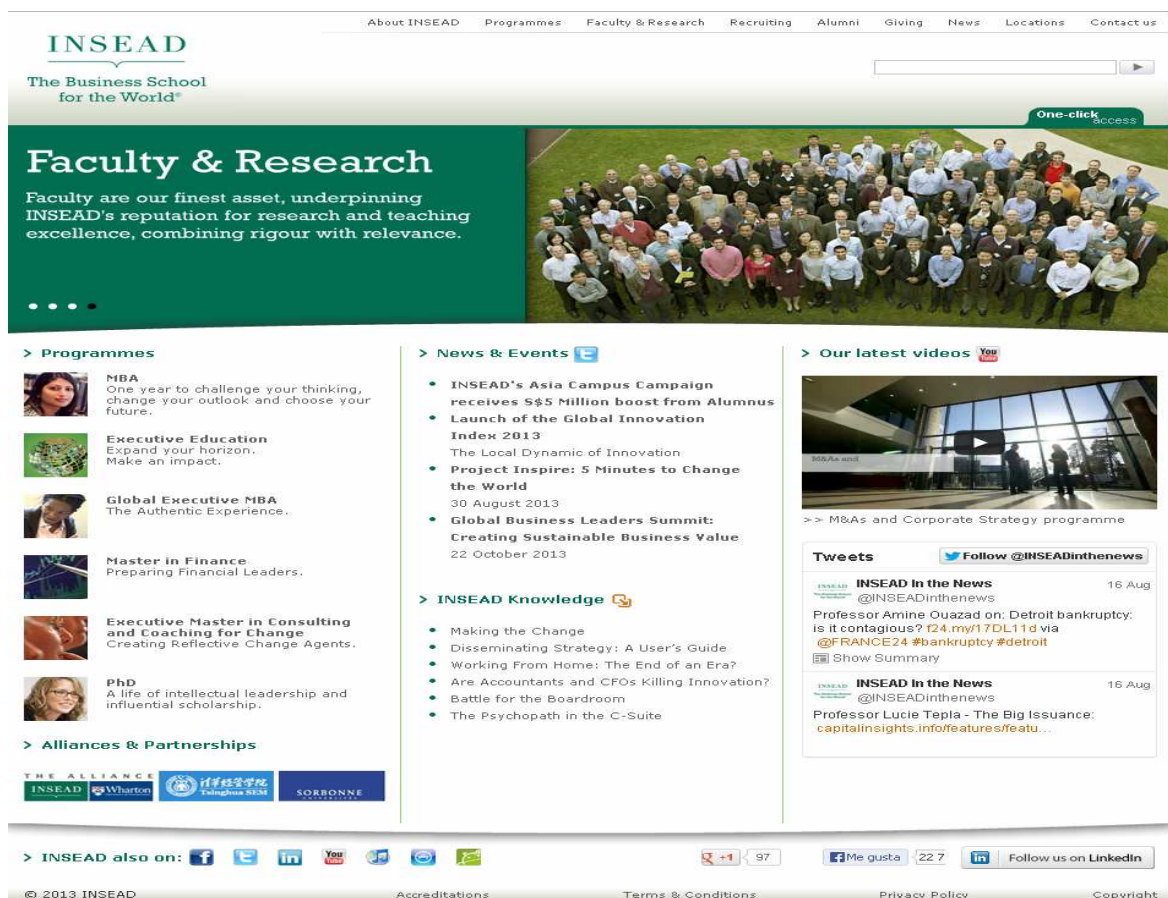


See all channels

(6) Main page of the London Business School [website](#).

- INSEAD Business School

INSEAD Business School (Institut Européen d'Administration des Affaires) is ranked at the 6th place this year. One of the main attractiveness for our website was the fact that INSEAD has a section for the Alliances and Partnerships. In personal opinion, the website of INSEAD is a bit serious and it not draw the attention once you visit it. A positive aspect is that the website counts with a section in the main page for social networks.



(7) Main page of INSEAD Business School [website](http://www.insead.edu)

2.1.2. Internal SWOT analysis

A SWOT (Strength, Weaknesses, Opportunities and Threats) analysis of the official website from the University of Almeria is highly important for the decisions we took in order to create an improved website for the Master in International Business Administration with all the information that the potential student needs.

Before the SWOT analysis, it's important to take a look into the general aspect of the UAL's website and the section of the Master in International Business Administration and Languages.

UNIVERSIDAD DE ALMERÍA

Search cei

Private access area campusvirtual

UAL > Education > Grades > Master in International Business Administration and Modern Languages

University >> | Research >> | Education >> | Society >> | Community >>

Master in International Company Management and Languages >>

Home

Presentation

The Master in "International Business Administration and Modern Languages" is an official **"professional"** master offering second cycle training combining training in languages, mainly English, with business international management.

This Master is designed to develop competences in managers in a global business atmosphere, and is focussed on strategic planning of international operations. This training is of great interest for the main productive sectors in our environment, as all of them (**tourism, agricultural sector, agricultural auxiliary industry, and the sector of stone transformation**) have a strong export profile which requires professionals with the specific training offered by this Master.

One essential aspect of this degree is that it is entirely offered in non-Spanish languages.

Run by

- Economics and Business Studies College

Professional and Academic opportunities

After completing these studies, the graduates will have the following academic and professional opportunities:

Academic opportunities. Relation with other studies

It is a professional master. Nevertheless, it is an Official Master and is thus recognized in any public academic competition. This master is ideal for:

- Professionals (particularly holding intermediate level posts) in exporting companies.
- Students in the 5-Year or 3-Year Degrees in Administration and Business Management, Market Research and Techniques, or Tourism who wish to complete their training with an official Master in international management with a strong component of languages, particularly those who have undertaken any type of international exchange program.
- Students from foreign language philologies or other careers (engineering, law, etc.) who wish to obtain training applied to business international management, as it is strongly applicable to the demand of the companies related to this university.
- And, in general, it is ideal for all students who wish to start or persevere in the international business career.

Professional opportunities

Dates

- Publication:** BOE of 22-Mar-2011
- Deployment:** 2010-11

Courses offered

1º

General data

- Branch of knowledge:** Social and Legal Science
- Duration of the program:** 60 credits / 1 year
- Type of education:** Face to face
- Language(s) used:** Spanish

Home

Study Plan

Objectives and Competences

Admission and Enrolment

Grants and Aids

Timetables, rooms and exams

Mobility

External internships

Trabajo Fin de Grado

Coordination and teachers

Quality Assurance System

Normativa y Documentos

Further information

News

Complaints and suggestions

Contact us

(8) Official website of the University of Almeria, [Master in International Business and Administration](#) section.

Even the website of the University of Almeria provides all the information related to the Master in Spanish, English, French and Chinese, the content in this languages (an exception of Spanish) is incomplete and mixed, at least for English version. Even more, the main page can be translated into English, but not the other sections of the website that can be relevant for the students as: Grants, mobility or Teachers profiles and backgrounds, which rest value for the website and possibly interest for the student. 0

Relate to the design, the website counts with a standard website for all the sections with neutral colors and total lack of mention of social networks as other Universities/Business Schools have. The University of Almeria and each faculty of it count with unofficial social networks that can be found at Facebook and Twitter. To be present in Social networks is highly important in order to attract new students, in the case of the Master in International Business Administration and Languages our presence should be focus not only into Spanish audience but also into audience abroad. This one of the disadvantages of the Social Networks of University of Almeria, this networks only provides information and interaction in Spanish, leaving the foreign students outside the possibility into participate in debates, get news, etc.

The table number 1, explains the SWOT analysis of the section for Master in International Administration and Languages at official University of Almeria website.

STRENGTH	WEAKNESSES
<ul style="list-style-type: none">• Preliminary information in 4 different languages.• SEO positioning through UAL website.• MBA website integrated in an Official Public Education Institution website.	<ul style="list-style-type: none">• Incomplete / non translated information in some sections of the website relating to the languages• Non-innovative design.• Lack of “real” experiences and information provided by former/actual students.

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • New students due to information in different languages. 	<ul style="list-style-type: none"> • New MBA programs better presented and with more attractive website

Table n°1, related to SWOT analysis

2.2. Development process

This part of the Project was the most extensive and important to carry out. The structure of the Development process is divided as following:

- Decision of which **sections** the MIBAL website should contain.
- The **design** of the main page and all the sections.
- The **content** that will be included.
 - Translations form the official website. UAL Master en Gestión Internacional de la Empresa e Idiomas.
 - Creation and redaction of new content.
 - Photos and possible videos.
- The presence on **social networks**.

2.2.1. Regular Sections

The decision made by all the collaborators of the website was to divide it in five different categories:

- MIBAL
- UAL
- FACULTY
- STUDENTS/ALUMNI

- CONTACT
- FaQ

This decision was based into the fact to comprise all important sections into 5 main categories, inspired in the categories that our main “competitors” use in their websites. Each category is composed by different sections important for the student; the sections were translated directly from the official Master’s website (from University of Almeria) or created with the help of the Master’s Coordinator Javier Martínez del Río and Miguel Pérez Valls.

2.2.2. The design

The websites design is inspired mostly by the IE Business School. The decision of its design was a common agreement between all the collaborators of the Master’s web creation. Also, the fact that the WSI Era Digital Marketing’s Department responsible Victoria Quiles went to IE Business School have made the decision easier to take. The advantage of having an ex student from IE Business School was and still is that from her personal experience of navigation from the main menu and all the sections of their website we have an opportunity to develop similar features and functionalities.

The following pictures are the comparison between the main webpage of IE Business School and the new website of Master in International Business Administration and Languages (see picture nº 9 and picture nº 10).

As you observe (picture with reference nº 8 and nº9, see bellow), the design is pretty similar, with the difference in the colors and of course the lay out, due to copy-right process, the design of MIBAL website only can be inspired by the IE Business School and not copied.

The colors of the MIBAL website are based on the colors from the official logo of the University of Almeria, blue and white, logo that can be find on the top left corner of the main page of Masteribal.com website.

ie business school #gobeyond

RECRUITING & CAREERS | MEDIA | COMPANIES & INSTITUTIONS ENGLISH | SPANISH

Shortcuts

THE SCHOOL PROGRAMS FACULTY & RESEARCH STUDENT & ALUMNI SERVICES ADMISSIONS & FINANCIAL AID

Find your IE Master Share this Print

Which IE Master suits you best?

Use your LinkedIn account to find out!

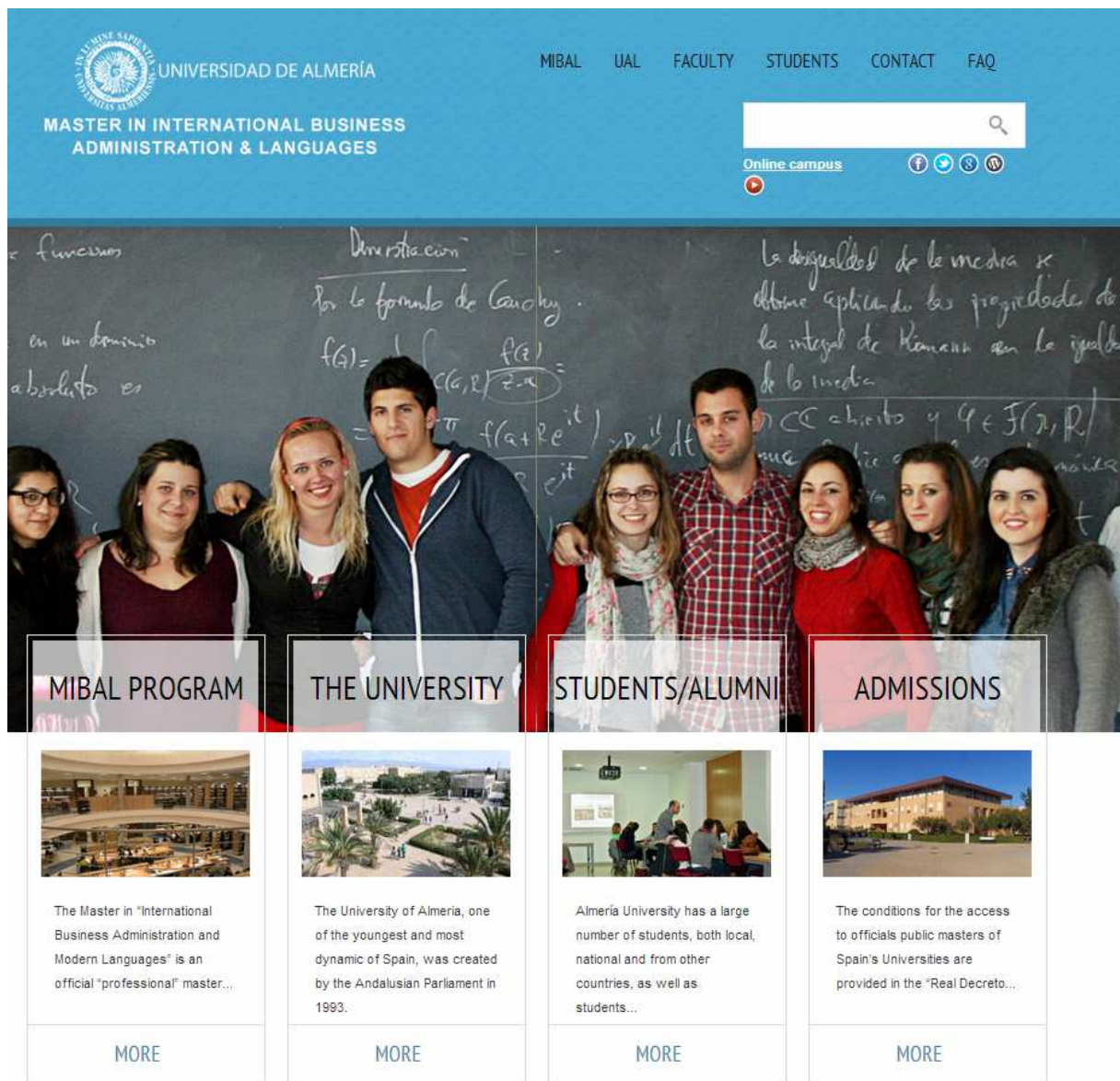
Discover the best Master for you

Find the program that suits you

TYPE OF PROGRAM STUDENT PROFILE FORMAT AREA OF INTEREST

- Master in Management**
 The Master in Management is a full-time program aimed at recent university graduates at the start of their career.
- MBAs & Executive MBAs**
 Our innovative full-time and part-time MBA programs are aimed at postgraduates from a wide range of fields and combine the best of online and onsite learning.
- Masters in Finance**
 Designed for students with varying levels of experience, equipping them with leading-edge knowledge and skills in key areas of finance.
- Specialized Programs**
 Specialized programs are designed for professionals with a career focus on a specific sector or area in which to deepen their knowledge.
- Doctoral Programs**
 IE Business School offers two types of doctoral degrees: Doctor in Business Administration (DBA) & PhD in Management.
- Executive Education**
 Open and Custom Programs designed to fulfill Executives and Companies talent development needs.

(9) Main page of the IE Business School [website](#).



(10) Main page of the Master in International Business Administration and Language website, *masteribal.com*

As it is showed in the picture with the reference n°10, the main page and some categories of the website are illustrated with the pictures made by Gabriel Torres Robledillo with a camera CANON EOS 400D

2.2.3. Content

At this part of the website development process, would be explained all the categories and sections that are included at the MIBAL website.

This content was created from:

- **Direct translation** form the content provided in the website of the University of Almeria. As it was mentioned before, the official website of the Master in International Business Administration and Language is placed at UAL's website. This section is only partially translated and our main duty was to translate all the relevant information and distribute it in our categories and sections.

- **New content.** Content that was or created from zero or provided by the Master Coordinator Javier Martinez del Rio. The content created from zero was the result from researches made thru other Business Schools and also from our personal experience us students of Master in International Business Administration and Language. The content provided from the Master's coordinator can be divided in two groups: content in Spanish that Mr. Javier Martinez del Rio had made during the last three years or general ideas that we have received from our collaborators.

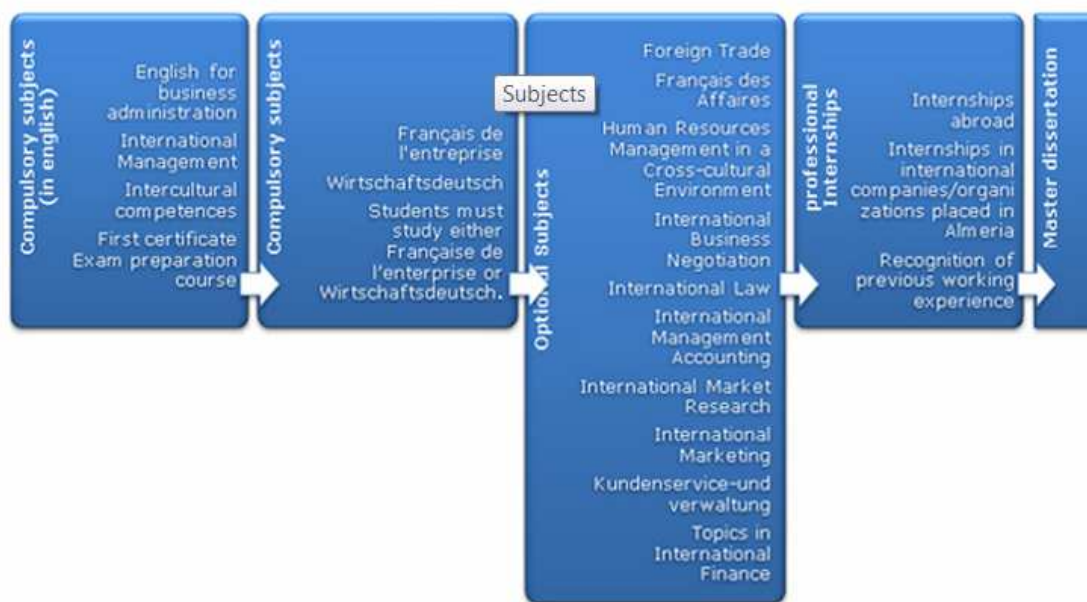
The following step is to explain each category and their sections aside the importance of them and the creation process.

- MIBAL category → This category "Master in International Business Administration and Languages" MIBAL is composed by eight different sections:
 - Welcome to this Master: this section is created in order to provide brief information about the Master program. The part of "*Academic opportunities*" *Relation with other studies*" is the part were the potential student can have a preliminary idea if this Master is suitable for him/her.
 - Subjects: this section is a short description about the subjects that the Master is composed. The subjects are split into five groups: Compulsory subjects in English, compulsory subjects in French or/and German, Optional Subjects in English, French and/or German, Professional

internships and the Master dissertation.

The following picture is the presentation of the subjects in the website of the Master in International Business Administration and Languages. The design and the colors are based in the colors of the logo from University of Almeria.

SUBJECTS



"All courses are taught in English language except those devoted to the learning of the French or German languages."

Note: [link to the official UAL's website](#), course guidelines partially in Spanish

(11) Section of [Subjects](#) from the MIBAL website.

- Internships: The section of internship is dedicated to explain the internship options and the procedure of them. Along the Master's coordinator we have to include an extra sub-section in this category: Companies that have collaborated with the Master. In this part, the student can

met the private and public enterprises that have offered/offers internship to the former and actual students.

Some perfect examples of those companies are the following:

* Grupo Cosentino: the perfect description is the one that they describe themselves on the website of the Group: *“Cosentino is a leading, internationally oriented company that responsibly develops high-value innovative surfaces”*. The Cosentino Group offers the possibility to the student to develop his/her international skills.

The fact of having Cosentino’s Group information in the Master’s website is not just to provide information and positionate the educational Institution in a higher place. For SEO reasons it is important to build integrated links.

* NH Hotels: one of the biggest Spanish Hotels chain with huge presence abroad. The internships in a NH Hotel abroad is the perfect experience for the student with Tourism background.

- Conferences and event: the purpose of this section is to inform the potential student with all the conferences and events that the former students have taken.

- Admissions and requirements: this section is one of the most important to the potential student and it is designed in order to give a general guideline to the student about the documents that are needed in order to submit the inscription. The student will be always able to consult the criteria and the scale for the score to the Master’s access.

All the graphs and tables of the categories are created with soft colors (blue/white) being representation colors of the University of Almeria Logo.

- Scholarship: the section of economic aids is merely informative based on the last academic course, however we have considered that is important to include it due to the numerous emails that the Master’s coordinator receive related to scholarships.

- Enrolment: the section of enrolment is dedicated to the student in order to get the information about the dates of enrolment, dates that will be updated every year. As it is indicated in the

Master's general description, it counts with three phases (first exclusively and only for foreign students and the second along with the third dedicated to Spanish and also to foreign students).

- Mobility: This section can be part of the internship one, however it's include real data from former students, and the agreements that the Master in International Business Administration has along with other Universities (Fachhochschule Kiel in Germany and The University of Southern Denmark).

- UAL category → This category "University of Almeria" is composed by two sections:

- History: The whole category is dedicated to the information related with the University. The section of History describes the constitution of the University and the general data related with the teachers, students and courses.

- Campus: this section includes brief information about the campus and high quality pictures inserted in an album in order to provide visual content. The pictures were toke by Gabriel Julian Torres.

- Faculty category → the category of Faculty is composed with the section of visiting professors and regular professor who teach in the Master's degree.

This category was highly analyzed by the collaborators of the website creation. The main idea was to create a section were the student can obtain the information (mainly professional) about the professors that are teaching or did it in the last courses. To create the design we have made a research into the professors sections of other Business Schools, after considering the possibility to assemble both categories (visiting and permanent professors) we finally made the decision to create two different sections.

The design was purposed to the collaborators and the decision was to create a use-friendly section with complete and relevant information about the professors, at the same time a difference point that we have included from the official University of Almeria website is to include a small personal picture where the potential student can met the professor before attending the first class. This decision of adding a picture was mainly inspired from the other

important Business Schools.



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(12) *Main page of the Faculty section.*

As we can observe in the picture mentioned before (see reference number 10) the professors

profile are presented in a friendly way with short information. Once the students gets inside the profile would find the following different sections:

- Short presentation: the decision to introduce a short presentation of the professor is to provide relevant information to the student with the first look.
- Picture: this is one of the features that we highly believe that is important to present the teacher to the student. Some students can feel non-comfortable at the first week of the Master degree due to a new faces and new people around him/her. Offering the possibility to meet the professor before the class can be highly positive to the student.

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Javier Martínez-del-Río joined the Universidad de Almería (Spain) Business and Economics Faculty in 2003. Javier is Director of the master program in International Business Administration and Languages.

Educational Background. Javier finished a "double degree" program at the universities of Almería (Spain) and Kiel (Germany) in 1999. In 2007, he earned a Ph.D. in business administration from the University of Almería. In 2012 he was promoted to "Profesor Contratado Doctor" (Assistant professor).

Professional Background. After finishing his bachelor degree, Javier worked for Mobilcom GmbH. at Rendsburg (Germany) for 6 months. Then he started to work for Plataforma Solar de Almería, a public research center on solar energy. In 2003, Javier co-founded LAB SL, a R&D testing lab company and worked there as a manager for three years. During those years the firm went from 0 to 17 employees.

Teaching Experience. Martínez-del-Río's currently teaches courses on international management and strategic management, on a master level, and managerial skills, on a bachelor's degree level. He has also taught courses on negotiation, environmental management, quality management and innovation. Javier has taught as visiting professor at the FH Kiel (Germany), Rennes Business School (France) and SDA Bocconi Business School (Italy).

(13) Screen shot from the Faculty section. Professor Javier del Río profile took as example.

- Educational Background: in order to know better your professor and his educational experience we have decided to include this section. Aside the Profession Background the potential student will have the possibility to meet the qualifications and the studies that the professor has earned during his/her educational period.
- Professional Background: one of strongest skills of our professors are the professional background, we truly believe that presenting the most important and relevant data about his/her professional experience we will able to enrich the Master's quality and the interests of the potential student to join the program.
- Teaching experience: Aside the professional background the teaching experience is highly important at the time of choosing the proper professor for the Master. The teaching skills and tactics can only be learned and earned with teaching experience, this is also a reason why we wanted to remark this part of the Master's professor.
- Relevant Publications: almost all the professors of the Master degree have had and still have relevant Publications at magazines and newspapers of different fields. This section would allow to the student to better understand the professional and the teaching profile of the professor.
- Awards and recognitions: each award and recognition that the professor has earned during his professional life is highly important to reflect in our website, this is due to the fact that if our professors have better and more unique profiles, the value "in terms of quality and recognition" would increase considerably attracting more attention from the foreign students.
- Research Interests: this section is dedicated in order to provide the research interests of the professor, we have faced many times that sometimes the student and the professor can have the same research interests, this part would let know the student all the information that he/she needs related to research and Master's professors.
- Master Project Topics for the last academic course: student will be able to consult the lines of Master Project that the professor has supervised. One of the advantages of this

section is that the student will be able to select easily and with time in advance or even to have an overview idea about the Master Projects that the professor has been collaborating and supervising.

- The possibility to download a complete CV: this option is provided to the student in order to get more detailed information about the professor.

Many people can think that this kind of information can be a kind of confidential and being not a good idea to share it. We truly believe that in order to provide a good product (in this case, Master Degree program) we need to be transparent and add as much extra value that we can in order to differentiate our Master Program from any other one.

- “Students” category → the category of Students is mainly focus to provide a general approach to the potential and future student about the experience and general data of last students of the Master program.

As its normal, and from the marketing point of view, the best promotion mode of a product or service is to have good references and experiences from the last customers. As one of the goals of the Master’s website is to promote it and become more accessible in terms of information to the potential foreign student, this category is mainly dedicated to help the achievement of it. The transparence and the true opinions from last Master’s program students are included in the following sections:

- Students/Alumni: a general data provided from the University of Almeria where is clearly reflected the multicultural background of this Public Educational Institution.
- Meet former students: the section includes true experiences and opinions of the former students. This is the best way of promote the Master and confirm its quality and student satisfaction. All the opinions were recollected from the last Master’s editions. Including experiences and opinion not only for Spanish students, also from those who came from abroad, such: German, France or even Vietnam.



The information about this Master came to me when I was in Vietnam, having no idea of which university I will pursue in Spain with my poor Spanish. Luckily all the subjects are taught in English and with a pretty wide range of areas in general business overview. The most impressive thing here is the enthusiasm and empathy of people who are trying to make this Master better. They are coordinators, professors, collaboration team and students. Thank you so much for your effort and with your abilities, I strongly believe that this Master, one day, not in a far future, would become popular and highly rated in Spain

*Truong Thi Huyen Huong
(Vietnam).*

(14) *An extracted opinion from Master IBAL website. Truong Thi Huyen Huong, student form Master program 2012-2013.*

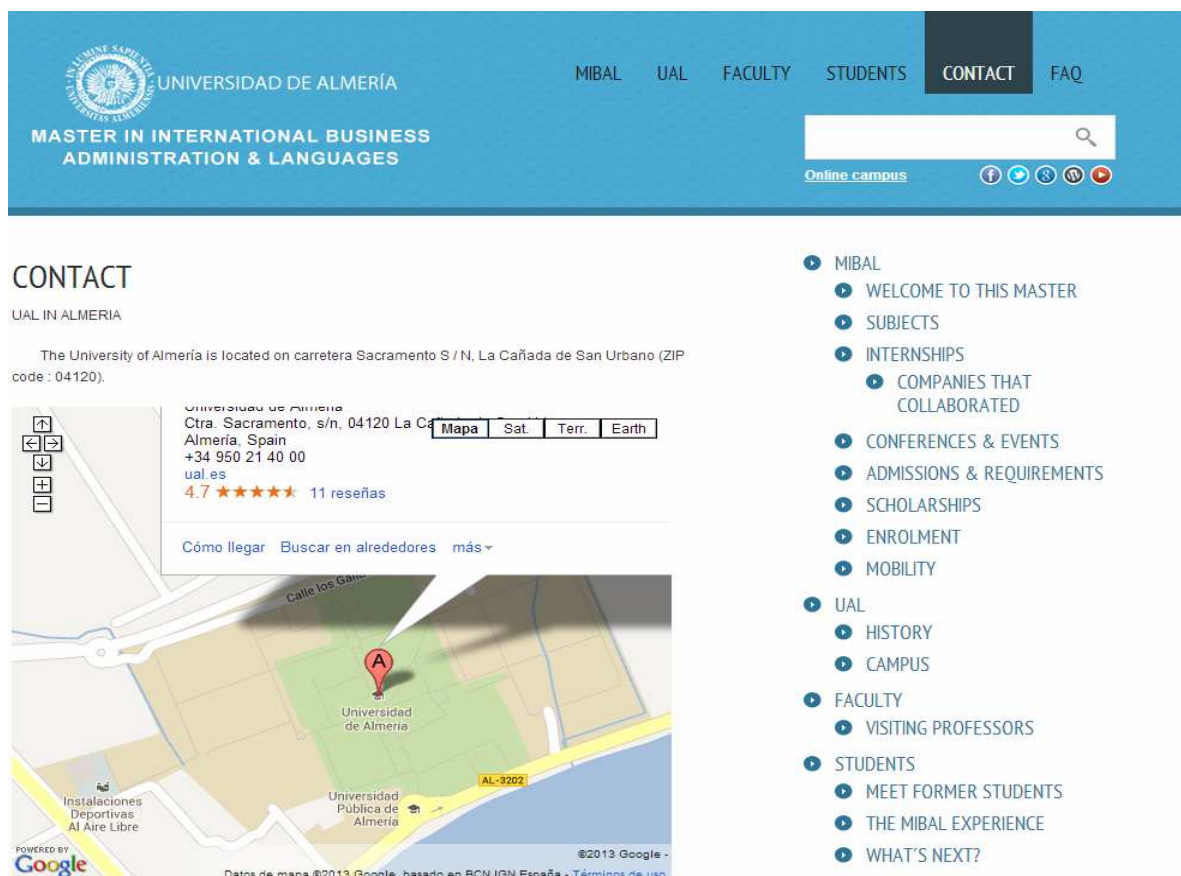
The idea to include this kind of section came once we made an investigation on our “websites competitors”, we need to remark that most of them bet on this sections on their websites providing extra quality to the Master Program.

- The MIBAL experience: this section is a bit more informal and dedicated to the potential students in order to let them know that the Master is not necessary 110% of their time research, case studies or exams. The Promotion of 2011-2012 have decided to share with our website their whole experience in the Master program, being this a positive information to add and to

share.

- What's next?: this question is made by a lot of us once we finish the Master, and much more asked nowadays due to the economical crisis. Aside my college of the Project we have decided to include this section evaluating its importance from the point of view of the student. Even we can not provide wide range information about the steps that the former students have took, we can offer a general overview about the possibilities after the Master's degree.

- "Contact" category → this category is relevant from the point of view of the student. Mainly, the category is created for foreign students due to the unusual and unique location of the University of Almeria, being the only one Public University located in front of the beach outside the city center.



(15) *Screen Shot, Contact Category.*

This category is composed by 3 different sections that can be useful for the potential student's educational life.

- ARATIES: “Área de atención integral al Estudiante”. In this section the visitor of the website would be able to have access to the main phone number of this area, besides the phone, this section offer to the student the timetable, address and the email.
- Master's Coordinator: this section contain information related to the contact data of the Master's Coordinator Javier Martinez del Rio
- Main services: the section of main services, currently includes two points of information: Bank and bus information.

MAIN SERVICES

Bank 'CAJAMAR'

- ▶ Address: University of Almeria
Sacramento road.
04120, La Cañada de San Urbano, Almeria
- ▶ Phone: (+34) 950 626012
- ▶ Working hours: Monday – Friday 08:30 – 14:00
- ▶ Web-page: www.cajamar.es

(16) *Screen shot of the section Main Services from “Contact” category.*

“FaQ” category → Frequent asked questions category is formed by questions that the Master's Coordinator have received during the last three Master's edition. Those questions were translated from Spanish into English in order to provide the full website content in English.

The main purpose of this category is to inform the potential student with all the global and most common questions that she/he could have. The ideal goal of this section is to update all the questions each year.

2.2.3.1. Images and Pictures

The 90% of the pictures and images were made by my college Gabriel Torres Robledillo during the Academic Year. All the students included in the pictures gave their consent in appearing at the website of MIBAL. The University of Almeria have offered their own pictures in order to illustrate the website, aside my college Gabriel Torres and me, we have decided not to use more than 10% of them. The reason was simple: The Master website should be as more attractive as it can be, showing the nature of it and being transparent. This can be reach only by providing transparent pictures (during class hours, visits, etc) and the opinions of the students (see section meet former students, pages 26-27).

All the pictures were taken with: **CANON EOS 400D**



(17) Picture made by Gabriel Torres during the lessons to three students.

3. Social Networks and MIBAL

One of the sections that have been discussed during the meeting were to decide in which social networks we should have presence. For this analysis we have made a brief research of which Social Networks are mainly used by Business Schools, the result was the following:

1. Facebook: is a leader social network in the world, with more than 1.110 millions of registered users (data from March 2013) created by Mark Zuckenberg, Eduardo Saverin, Chris Hughes and Dustin Mosokovitz. The average user spends 8.5 hours in Facebook per week (based on research made by Nielsen Company). Being present on this social network is essential in order to communicate with the potential student and/or with the current ones.

Master in International Business Administration and Languages has an official group in this social network that has been created by Marta Benavides, a student from the first Master's promotion. Currently the group counts with 90 members including former students, professors and those who are interested in the Master Degree. The group was created in order to share ideas, opinions and experiences. With the time it has been transformed itself in a global tool of communication where even the professors have been posting news related to the Master

After creating the website, the decision to create a fan page of Master in International Business Administration and Languages became more important. At 1st of February the account of MIBAL at Facebook was created but until the late of May the page stayed empty of content. From June, general information was being posted with regular time periods in order to keep the potential student updated. For more information, the Facebook fan page can be found under the name of "MIBAL".

2. Twitter: is the microblogging tool created by Jack Dorsey, Noah Glass, Evan Williams and Biz Stone. Nowadays it counts with more than 500millions of registered users. Many Business Schools use this social network in order to update and inform the potential student.

Before the Master's website creation, the Master in International Business Administration and Language have not used this social network. Currently, the official twitter account of MIBAL is registered under the user name MIBAL3. Since its creation, the audience has been very low, even sending twits with information and updates.

3. LinkedIn: is a professional network in which contact update their CV and their professional experiences in order to create a complete contact list. It was created in 2003 by Dan Nye with big success between business people.
4. Google +: is a new social network concept empowered by Google. The advantage of being present in this social network is that more followers or click +1 your fan page counts, much more easier will be to find the website of www.masteribal.com with key words. Key words for us can be the following: education, master, MBA, international languages, etc. All this keywords can be analyzed with the Google Adwords key Tool.

The case of Google + and MIBAL is the same than with Twitter, even there are regular post it have not have big impact with the audiences.



(18) Logos of the main social networks: Twitter, LinkedIn, Facebook, Google+.

With good social network strategy and low daily investment, the results of presence and audiences can grow very fast. At this point of social networks, I have to remark that in order to

have good image and quality content the implement of Community Manager is highly important. This section of Community Manager would be developed in the section of future suggestions.

4. Results and Conclusions.

The last evaluation of this project is the result of the website and its conclusions. This part would also include future suggestion in short and long term.

4.1. Result

After several meeting with all the collaborators and all decision that have been taken the website was official launched at the end of May. The webpage have had not only the collaborators acceptance also the former students and the current Master's professors are highly impressed with the result of the website. The result can only be appreciated on the sections of design and content in which all the details are highly analyzed. Right now is pretty difficult to measure the impact of the website. The MIBAL webpage do not count with budget to invest in tools such Google analytics or any others that can track the impact of the visitors. Also the website "Alexa" can not provide exact data or even approximate data due to the low (currently) visit number.

To be realistic is not an easy job and more with no budget to attract the attention of the potential students even the design and the content are unique and different from all other Business Schools websites.

4.2. Conclusions and future suggestions

This section is an individualistic and personal, the conclusions expressed in this section are mainly based in a personal opinion.

As the content has been worked aside my college Gabriel Torres Robledillo we are both highly happy with the job we have made, all the translations and creation of new content were always inspired by our personal needs as students, research made along with the current and former students and queries made from potential students to the Master Coordinator.

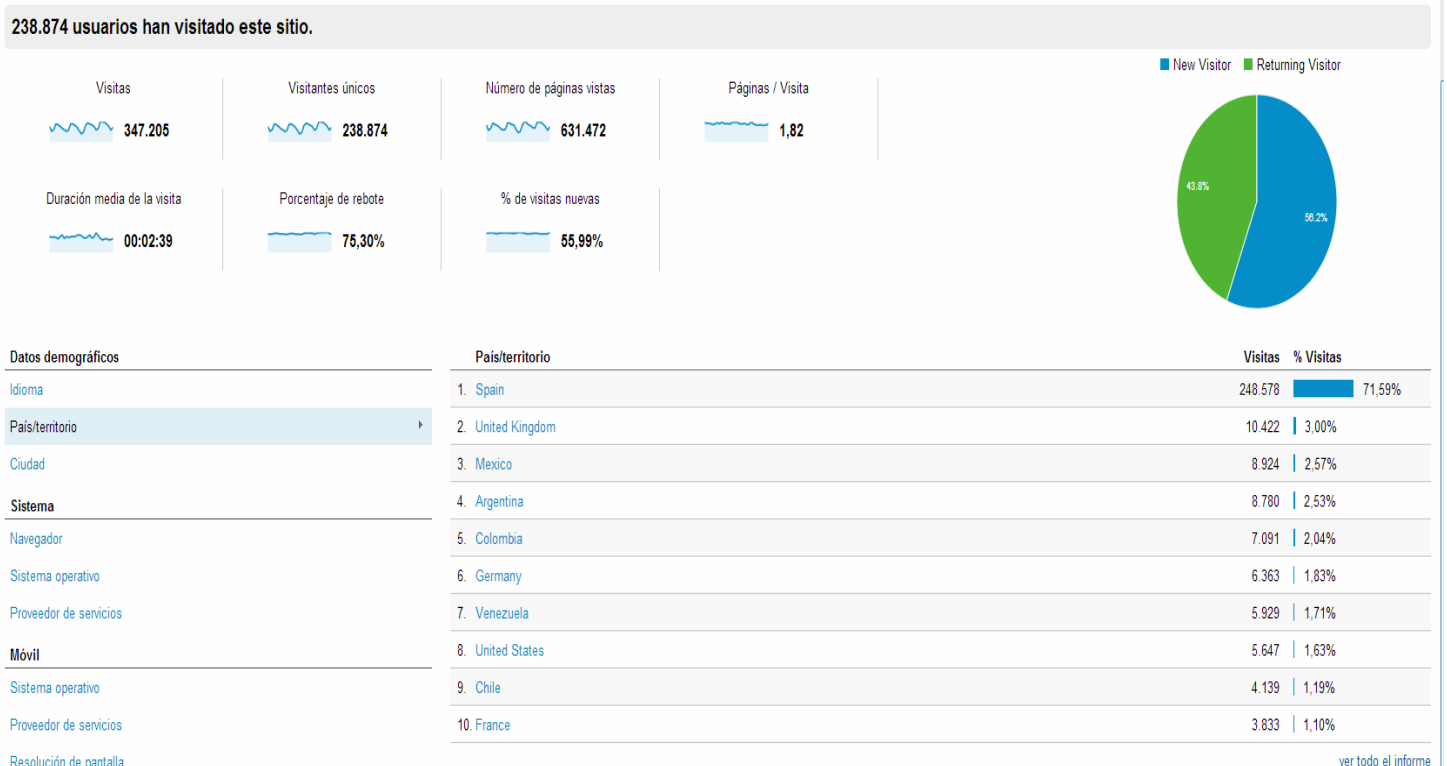
The design of the website and its functionality can be improved, even right now it looks good and attractive, a website must to be updated at least once a year in order to provide new information and functionalities. In the times our society is living and growing, the technological updates are highly important.

- Functionalities related to the use of the website: an improved version of the flash and an adapted version to the mobile phone. Nowadays more and more people use their “Smartphone” in order to chat, to get information and even to book a flight or hotel room. There is a high probability that in the future more and more students would make their inscriptions by phone or tablet.
- New content related to the needs of potential students. Every year students have new queries related to their inscription, lessons development or new documents to submit. The only way to include this information is to update the content every year in order to provide high quality and valuable information.
- New content related to pictures. As the background and the countries of the student change every year, it would be a good idea to update images and pictures of new students with new activities that have been developed.
- The investment in SEO (Search Engine Optimization) and SEM (Search Engine Marketing) tools would help positionate the Master thru specific key words. I would suggest register the website in Google Analytics in order to track the visits of the website and create social media strategies in order to attract the attention of specific group.

An example with Google analytics and Social networks can be the following: Once we analyze from where our main visitors came (always related to the website traffic) we can create a specific Marketing Campaign thru Facebook. If our main visitors came from United Kingdom (see picture number 19) with Fan Page Promotion Tool we can create a specific Marketing campaign. This Campaign can consist in a post in Facebook where we are announcing that the process to inscriptions is open. With Facebook Fan page tool we

can create our specific target audience group using the following characteristics to define it:

- Location
- Gender
- Age
- Language



(19) Google Analytics Example

- Community Manager for high important moments for new students. Having a professional in social media would help to attract the attention of potential students thru Social Media, the Community Manager can be contracted only for important moments for the Master. For example from April until October, where the inscription process is open to foreign and national students.
- Blog creation: MIBAL Blog is already created, however it is empty of content. The

ideal idea would be that one of the future students take care of the Blog, writing relevant information to the former, current and potential students. This information can be created from the activities that have take place during the academic year or even business news that can be relevant for the students and/or for the professors. A professional Blog for the Master would increase its quality and value, being different from other Masters offered in Spain.

- Creation of own logo for the Master. This idea was discussed this year, but due to lack of time we didn't developed it. The creation of new logo would help to positionate the Master and make it more unique.
- Creation of a slogan to the Master. Is the same idea than with the logo, a slogan would help to positionate the Master and be different from any other Master Degree. Once the student hears something similar to the slogan, would remember the Master in International Business Administration and Languages.
- Sponsored events. The events can by symbolic ones. For example: Football cup matches between different Masters Degree in the University of Almeria. This event can be announced thru the website and the social networks of MIBAL.

5. The Team

This section is a brief resume of the collaborators of the website involving the duties that each team group has take care of.

University of Almeria

This group is composed by the Master's Coordinator and the professor of Human Resources in charge of supervising the job and the creation process of the Master in International Business Administration and Languages

- Javier Martinez del Río: The coordinator of the Master has provide to us important information in Spanish in order to translate it and to adapt it to the Website content.
- Miguel Pérez Valls: Has been in charge in order to supervise the labor of the students:

Gabriel Torres Robledillo and me, Berta Vasiliauskaite. Also, one of his duties was to provide to us a general guideline of which steps to follow in order to create new content for the website.

WSI Era Digital

WSI Era Digital is the company in charge of creating the template for the website according to the guideline of other collaborators.

- Victoria Quiles: her main duty was to create a proper template and update the content that has been sent to her via email by the other collaborators.

Master in International Business Administration and Languages Students

This group was in charge of the content of the website.

- Gabriel Julian Torres Robledillo
- Berta Vasiliauskaite

Our main duties in this Project were to investigate other Business Schools in Spain and abroad with similar studies program and evaluate their design, functionality and categories. Once this analysis was made, aside Victoria Quiles, Javier Martinez del Río and Miguel Valls, we have decided with categories, sections and design we would like to use in the MIBAL website. This decision was discussed and took during several meetings the whole team have had in the University of Almeria, PITA's building.

The sections and the categories were decided aside Gabriel Torres Robledillo during several meetings that we have had besides the ones with all the collaboration team. In the meetings the main point always was to satisfy the needs of the future student, also, there were sections that right now are not included at the website, such as VISA information for those students who need them in order to take a Master Degree, section that was made and proposed by myself.

Other section that was in process to be implemented, but due to lack of time and due to third parts it is not right now implemented: the creation of presentation video of the Master. This

section was discussed and already finished along my college Gabriel Torres and other volunteer students to collaborate. The main idea was a video presentation from foreign students about how they get known about the Master Program and why choose it.

After having all the meetings and the sections already designed the steps were to create content for the website, the content comes from:

1st Translation from Spanish language to English created content from the University of Almeria website → Masters category.

2nd Creation and redaction of new content according the needs that the potential student can have visiting the website. The new content was created on the basis of personal questions that we have made to ourselves before starting the Master Degree and questions that have been received from potential students (information provided by Javier Martinez del Río). Also the information provided from the other Business Schools website was highly important and relevant in order to create similar content and adapting it to Master in International Business Administration and Language profile.

The website is illustrated with photos made by my college Gabriel Torres during different moments of the Master Degree. The University of Almeria had offered to us the use of pictures that the Institution counts, in this point we have used some of them, being the 10% or less. We truly believe in an transparent image of MIBAL's program and present the Master as much as natural the website can, meaning that the best way to do this is to showed our students and the campus during the academic year.

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