

Course Competency

MAR 4327 Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

Course Description

In this course students will learn how to optimize websites for search engines and search engine ranking. Students will learn how to use social media to complement and enhance traditional SEO strategies. Students will apply their knowledge of search and search optimization tools and technics using leading industry certification. Prerequisite: MAR 3803.

Course Competency	Learning Outcomes
<p>Competency 1:Discussing the principles of search engine algorithms and how they impact search results.</p>	<ol style="list-style-type: none"> 1. Communication 2. Critical thinking 3. Information Literacy 4. Computer / Technology Usage
<ol style="list-style-type: none"> 1. Discussing the principles of search engine algorithms and how they impact search results. 2. Developing and implementing effective keyword research strategies for optimization and marketing. 3. Utilizing on-page and off-page optimization techniques to improve search rankings. 4. Implementing local SEO strategies to enhance the visibility of a business in local search results. 5. Developing and executing effective link building strategies to increase website authority and improve search rankings. 6. Demonstrate working knowledge of website title tags. 	
<p>Competency 2:The students will be able to illustrate the applications of social media to improve SEO by:</p>	<ol style="list-style-type: none"> 1. Numbers / Data 2. Critical thinking 3. Information Literacy 4. Computer / Technology Usage

<ol style="list-style-type: none"> 1. Explaining the use of social media platforms for marketing and importance of social media strategy for SEO. 2. Discussing the role of content marketing in search engine optimization and how to optimize content for greater distribution. 3. Evaluating the role of social media in search engine optimization and how to leverage social media platforms to drive traffic and improve search rankings. 	
<p>Competency 3:The students will be able to measure SEO performance by:</p>	<ol style="list-style-type: none"> 1. Numbers / Data 2. Critical thinking 3. Information Literacy 4. Computer / Technology Usage
<ol style="list-style-type: none"> 1. Measuring SEO performance using key performance indicators (KPIs) such as keyword ranking, organic traffic, conversion rate, cost per click (CPC), return on investment (ROI), 2. Align with marketing strategy to improve website visibility 3. Apply relevant knowledge on XYZ in a leading industry certification resulting in successful completion of the certification. 	
<p>Competency 4:Practicing the legal and ethical considerations of search engine optimization and digital marketing.</p>	<ol style="list-style-type: none"> 1. Social Responsibility 2. Ethical Issues
<ol style="list-style-type: none"> 1. Practicing the legal and ethical considerations of search engine optimization and digital marketing. 2. Identifying and examining new technological trends in SEO. 	

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