

Course Title	Search Engine Optimization and Internet Marketing				
Course Code	EL481				
Course Type	Elective				
Level	BSc/1st Cycle				
Year / Semester	4 <sup>th</sup> /8 <sup>th</sup>				
Teacher's Name	Christian Salim				
ECTS	5	Lectures / week	3 hours	Laboratories / week	-
Course Purpose and Objectives	Introduce the concept of search engine optimization so that certain websites will appear higher in search engine results. In addition, methods of promoting websites on the Internet will be analyzed. Students will have practical training with specific parameters to be implemented so that student websites will appear higher in search engine results. Also, students will build an integrated Internet advertising campaign using various promotional channels as well as social networking.				
Learning Outcomes	Upon successful completion of the course, students will be able to: <ul style="list-style-type: none"><li>• Optimize websites to show up high on search engine results</li><li>• Analyze visitor statistics on webpages</li><li>• Advertise on the Internet through Google AdWords, Facebook Ads, and other promotional channels</li><li>• Promote social networking as part of an integrated marketing campaign</li></ul>				
Prerequisites	-	Required	-		
Course Content	Search Engine Optimization <ul style="list-style-type: none"><li>• Important parameters for a web page</li><li>• Website traffic analysis</li><li>• Links &amp; Sitemaps</li><li>• Keywords</li></ul> Internet marketing <ul style="list-style-type: none"><li>• Advertising on Google</li><li>• Social Media Networks</li><li>• Other advertising channels</li></ul>				
Teaching Methodology	Lectures 42 hours				
Bibliography	D. Chaffey, F.L.Chadwick, Digital Marketing, 6 <sup>th</sup> Edition, Pearson, 2016				

	<p>T.Robson, SEO For Beginners, CreateSpace Independent Publishing Platform, 2017</p> <p>Google Analytics Academy: <a href="https://analytics.google.com/analytics/academy/">https://analytics.google.com/analytics/academy/</a></p> <p>Google Academy for Ads: <a href="https://landing.google.com/academyforads/#?modal_active=none">https://landing.google.com/academyforads/#?modal_active=none</a></p>
<b>Assessment</b>	Final Exam 100%
<b>Language</b>	English