



AMERICAN UNIVERSITY
OF CYPRUS

Course Code
EL481

Course Name
Search Engine Optimization and
Internet Marketing

ECTS Credit
5

Pre-Requisite

Course Type
Elective

Language of Instruction
English

Year of Study
4th/8th

Level of Course
BSc/1st Cycle

Mode of Delivery
On Campus

Course 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:

- Optimize websites to show up high on search engine results
- Analyze visitor statistics on webpages
- Advertise on the Internet through Google AdWords, Facebook Ads, and other promotional channels
- Promote social networking as part of an integrated marketing campaign

Teaching Methodology:

Lectures 42 Hours

Course Content

Search Engine Optimization

- Important parameters for a web page
- Website traffic analysis
- Links & Sitemaps
- Keywords

Internet marketing

- Advertising on Google
- Social Media Networks
- Other advertising channels

Assessment Method

Final Exam

Required Textbooks/Reading:

Title	Author(s)	Publisher	Year
Digital Marketing	D. Chaffey, F.L. Chadwick	Pearson	2016
SEO For Beginners, CreateSpace Independent	T. Robson	Publishing Platform	2017

Google Analytics Academy: <https://analytics.google.com/analytics/academy/>

Google Academy for Ads:

https://landing.google.com/academyforads/#?modal_active=none