

SYLLABUS

MK452E

Search Engine Optimization

ACADEMIC AREA :	MARKETING AND NEGOTIATION
PROGRAMME :	MASTER DMM / MASTER MCCLI / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	
INSTRUCTOR(S) :	
CONTACT HOURS :	24.0 hours
STUDY TIME :	null hours (Class preparation, homework and assessments)
CREDITS :	4.0 ECTS
AOL :	NO

PRE-REQUISITE MODULES :

MODULE DESCRIPTION :

This course delves into advanced SEO topics that extend beyond basic keyword research and on-page optimization. Students will explore in-depth strategies for both off-page and on-page SEO, technical SEO, and the integration of AI and automation. The curriculum also covers data analytics, content strategy, and the intricacies of search engine algorithms. By mastering these advanced concepts, students will be equipped to enhance website visibility, drive organic traffic, and stay ahead in the ever-evolving digital landscape.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Demonstrate advanced technological literacy to Connect physical and digital spaces #ConnectSpaces

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

TOPICS COVERED :

1. SEO Strategy • Understanding Search Engine Algorithms and Updates • The Role of SEO in Digital Marketing (integration with PPC, Social Media, and PR) • SEO Metrics and KPIs (organic traffic, rankings, CTR, conversion rates) 2. Advanced Keyword Research and Search Intent • Latent Semantic Indexing (LSI) and Semantic Search • Advanced Keyword Research Tools (Ahrefs, SEMrush, Google Search Console, Keyword Clustering) • User Intent and Journey Mapping 3. Technical SEO and Website Performance 4. Content Strategy and Advanced On-Page SEO • E-A-T (Expertise, Authority, Trustworthiness) and Content Credibility • AI Content and SEO (ChatGPT, Bard, AI-assisted content creation) • A/B Testing for Meta Tags 5. Off-Page SEO and Authority Building • The Role of Brand Mentions • Influencer Outreach and Guest Posting at Scale 6. AI-Powered SEO (Google's AI advancements, AI-generated content).

RESEARCH-LED TEACHING :

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

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TEACHING METHODS :

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed

ACADEMIC INTEGRITY :

BIBLIOGRAPHY :

Additional Reading

MODULE PLAN SESSIONS :

