

Search Engine Marketing Syllabus: February 2009

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Overview

Search Engine Marketing (SEM), a popular and ever-growing Web marketing application, is the overarching term to describe marketing a website through search engines including (single or combined) efforts to improve organic listings, running pay-per-click ads, using pay-per-inclusion, and getting listed in vertical search placements. More than 90 percent of the online population uses a search engine first to find products, services, and information. If your business (large or small) wants to attract and serve current/prospective customers, you'll need to understand the components that make up SEM and have a knowledge base to be ready to integrate facets of SEM into your overall marketing efforts. This workshop teaches you the basic concepts that make up SEM to provide a solid foundation to intelligently and cost-efficiently apply it to a current or future business. It is intended for anyone interested in learning the basics of SEM, and addresses natural search, paid search, and SEM strategy. You'll leave with a breadth of information, best practices, and ways to effectively incorporate SEM into a current or future project.

Course topics will include:

- How Search Engines Work
- Natural / Organic Search
- Pay Per Click
- Pay Per Inclusion
- Vertical Search
- Search Engine Optimization Best Practices
- Paid Search Best Practices
- How to Evaluate Third Party SEM Vendors
- Developing Search Engine Marketing Strategy

Grading/Evaluation

Evaluation will be based on a combination of attendance, participation and a final essay. Being present, participating in lectures, taking part in computer lab hands-on experiential learning and handing in the final essay will ensure the best comprehension and retention of the course material. A breakdown of the grading is as follows:

Attendance (full attendance)	40%
Participation (in class work, questions)	20%
Final Essay (proposed SEM strategy)	40%

Final Essay

The final essay will be a reflective paper that should outline a proposed search engine marketing strategy for a selected (real or hypothesized) business. The business selected will be your choice. The final essay must show demonstration of learning and critical thinking relative to selection of some or all of the search engine marketing facets presented in class to obtain full credit for the course.

The final essay is due February 25, 2009. It can be emailed to me at lorrie@lorriethomas.com.

Required Text

None. I will provide handouts at both class sessions.

A class web page <http://www.lorriethomas.com/web-marketing-students.php> will have links to the various tools referenced in class.