

MKT553 Search Engine Optimisation

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY REGULAR SEMESTER

Synopsis:

The objective of MKT553 Search Engine Optimisation is to equip students with up-to-date knowledge and skills on search marketing strategies. Search engine optimisation or SEO is the process to optimise a website to rank on top of the search engine results pages (SERPs) for targeted keywords, which are search queries that potential consumers key in to the search engines. SEO is one of the most important methods employed by marketers to generate organic online traffic and organic traffic is among the most effective digital marketing channels for customer conversion. By completing this course, the students will learn how to align SEO strategy with marketing strategy, on-page SEO, off-page SEO, technical SEO and content strategy. By completing this course, students will have an extensive understanding of effective search keywords, link building opportunities and relevant SEO tools. In this course, students will have hands-on experience, which allow them to experiment how changes of web content will affect their web. The course also encourage today's marketing professionals to rethink their strategies as the business environment undergoing changes in the digital economy.

Topics:

- Principles behind SEO
- Keyword targeting
- On-page and off-page SEO
- Backlink building
- Technical SEO
- Content strategy

Learning Outcome:

- Synthesise the principles behind SEO
- Analyse targeted keywords
- Develop an SEO strategy that fulfill the marketing goal
- Assess the return on investment of SEO activities
- Apply systematic approach to assist decision making
- Demonstrate proficiency in communication
- Demonstrate proficiency in group work

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	GROUP BASED ASSIGNMENT 1	25

Overall Continuous Assessment	PARTICIPATION 1	15
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.