

MKT559 Search Engine Marketing

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

Search Engine Marketing (SEM) refers to paid search marketing, a system where business pays search engines such as Google or BIN to show their product or service as ads in the search results. SEM is a fundamental part of the online marketing strategy. A good search engine marketing strategy defends the position of its strong keywords and enhance positions of the weak keywords. This course will introduce the fundamentals of search ads under the context of Google AdWords platform. After completion of the course, you will learn how to run campaigns for search networks using text, image and how to optimise campaigns to research best marketing ROI.

Topics:

- Google ads Auction, AdWords bids and daily budget
- Google ads quality index
- Creating an ads campaign with Google AdWords
- Ad Extensions-sitelinks, call extensions, Location extensions.
- Reporting and Analytics
- Optimisation and opportunities tabs

Textbooks:

Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Website 3Ed 3rd Mike Moran, Bill Hunt Pearson
ISBN-13: 9780133039214

Learning Outcome:

- Create and run search engine marketing campaigns on Google AdWords
- Choose and compare different keywords to be shortlisted
- Evaluate and optimise campaigns to obtain best possible results
- Propose systematic approach to assist digital marketing decision making
- Demonstrate proficiency in communication to clients.
- Support group work with constructive and persuasive advice.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	GROUP BASED ASSIGNMENT 1	25
	PARTICIPATION 1	15
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.