Collin College - Continuing Education
COURSE SYLLABUS

COURSE INFORMATION

Course Number: MRKT 7655

Course Title: Search Engine Marketing Optimization

Course Description: Focus on utilizing search engines to draw targeted customer traffic to a website. Employ proven Search Engine Optimization (SEO) techniques. Create effective mobile marketing, Pay-per-click advertising, Google AdWords, Google Analytics, and Website Copywriting.

Suggested Course Prerequisite(s): Social, Local, Mobile and Email Marketing

Course Resources: N/A

Student Learning Outcomes:
1. Focus on utilizing search engines to draw targeted customer traffic to a Website.
2. Employ proven Search Engine Optimization (SEO) techniques.
3. Create effective mobile marketing, Pay-per-click advertising, Google AdWords, Google Analytics, and Website Copywriting.

Certification Notes: This is a certificate series

Next course recommendation: N/A

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Lesson Plan – by week or session:
Session 1: Focus on utilizing search engines to draw targeted customer traffic to a website.
Session 2: Employ proven Search Engine Optimization (SEO) techniques.
Session 3: Create effective mobile marketing, Pay-per-click advertising, Google AdWords, Google Analytics, and Website Copywriting.
Session 4: Employ search engine techniques on computer

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.