

Spring 2026

[Request Permission Number](#)

Course Preview Week: January 20 - January 26, 2026

Semester Dates: January 27 - May 08, 2026

DMK 700 SEO and Digital Marketing Research

**3
Credits**

Covers state-of-the art tools and techniques for search engine optimization including: search engine algorithms, keyword research, on page/technical SEO, schema, off page/link-building, local SEO, voice search, domain authority, KPIs, dashboards, position tracking, content channel matrix, user experience (UX), third party SEO tools, SEO ethics/best practices, SEO v. PPC, and SEO trends. (3 credits)

[DMK 700 course syllabus](#)