

**Spring 2026**

**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](#)