Syllabus for DMK700: SEO and Digital Marketing Research

Course Description

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 vs. PPC, and SEO trends.

Prerequisite(s)

None

Course Materials

All resources are in the course, including the following modules from the Digital Marketing Institute (DMI):

- Introduction to Digital Marketing
- Search Engine Optimization (SEO)
- Website Optimization

No additional resources are required.

Program Outcomes

Upon completing this course, you should be able to do the following:

- Conduct market research to inform strategic position and identify appropriate target markets.

Course Objectives

Upon completing this course, you will be able to do the following course objectives:

1. Conduct research of organization's customers and product keywords to improve SEO
2. Apply SEO tools for link-building, improving search results, and performance optimization
3. Design and monitor omni-channel SEO campaigns
4. Use surveys to gather customer experience (CX) insights
5. Complete SEO projects using state-of-the art SEO toolkits from Google, Facebook and other vendors

Course Requirements/Components

Group Project: Throughout the semester, you'll work on a group project with 3-5 classmates to fulfill the course objectives. You'll be researching product keywords, designing content for omni-channel campaigns, gathering feedback and insights on your marketing materials, and employing various tools to do so. By the end of the course, you and your teammates will wrap up the project, assess the results of your campaign, and put together a report for delivery.

Quizzes: There'll be low-stakes quizzes for each module to keep you on track and make sure you understand the readings.

Individual assignments: You'll also have individual assignments to work on. These tasks are designed to ensure you're showing your skills and understanding, not just leaning on the group project.

Group Discussions: The group discussion consists of your project members. These discussions aim to engage you in thoughtful discussion, share experiences, and learn from each other.

Course Outline

Module 1. Effectively Conducting Keyword Research for an Organization
Module 2. SEO Strategies and Optimization
Module 3. Advanced SEO Techniques and Strategies
Module 4. SEO Planning and Management
Module 5: Customer Experience (CX) and Surveys
Module 6: Google and Facebook Toolkits for SEO
Module 7: Semrush Toolkit
Final Group Project Submission

Grading

The following grading scale will be used to evaluate all course requirements and to determine your final grade:

Grade	Percentages
A	90-100%
B	80-89%
C	70-79%
F	<70%

Assignment	Weight
Individual Assignments	25%
Group Discussions/Assignments	20%
Quizzes	15%
Semester Long Project	40%
Total	**100%**