

SEARCH ENGINE MARKETING

Course Syllabus

1. General Information

Course name: Search Engine Marketing

Course code: MAR

Number of credits: 3

Instructors:

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2. Objectives

The aim of course is to provide learners with the basic knowledge of planing and implementing a search marketing project (including tasks: defining a search marketing strategy, planing a search marketing strategy, and executing a search marketing strategy, design proposal); as well as how to apply the knowledge learned in practice.

3. Abstract

Search engines like Google and Baidu are part of our daily life today. Search engine marketing (SEM) is playing an important role for any business and government services to be discovered and used on the Internet. Upon completion of this course, you will be able to optimize web pages and their contents for higher ranking and you will be able to prepare a campain on Search Engine Advertising. Search engine optimization algorithms will be discussed via practical examples in the class. Students can thus build a career in online content development and optimization, including optimizing for specific audiences, conducting search-focused website audits, and aligning SEM with company strategies. Students will also apply the knowledge and skills learned in the class to optimize company websites in the real world.

The unit shows how to holistically integrate organic search, paid search, and social media, so they all deliver far greater business value. Students will learn how today's search engines and search marketing programs work — and above all, how searchers — potential customers — work. Moran and Hunt guide students through every step of planning a search marketing program. They cover choosing target market segments, getting the website “found,” optimizing content, proving content's quality, and much more.

4. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

5. Prerequisites

Principles of marketing; Digital marketing

6. Learning Outcomes

In overall, the purpose of the course is to introduce students to the search engine marketing literature and to the search engine marketing research process. The emphasis in this course is on how to actually plan and conduct a search engine marketing research project as well as use search engine marketing research as an aid for marketing decisions. In this course, students will learn how to design, and apply search engine marketing research to solve business and marketing problems.

Specifically, on successful completion of this unit a student will:

1. *Understand the role and value of search engine marketing*
2. *Understand search engine marketing techniques and how they are used*
3. *Be able to plan search engine marketing program*
4. *Execute search engine marketing program*

7. Assessment Criteria

<i>Learning outcomes On successful completion of this unit a student will:</i>	<i>Assessment criteria for pass the student can:</i>
LO1 Understand the role and value of search engine marketing	<ul style="list-style-type: none">- explain the definition of search engine marketing and the growing complexity of search engine marketing- explain the role and value of search engine marketing- explain the search engine marketing industry- discuss ethics in search engine marketing practices
LO2 Understand search engine marketing techniques and how they are used	<ul style="list-style-type: none">- explain primary techniques of search engine marketing and how they are used in an marketing strategy for a business or product- evaluate other techniques used in search

<i>Learning outcomes On successful completion of this unit a student will:</i>	<i>Assessment criteria for pass the student can:</i>
	engine marketing
LO3 Be able to plan search engine marketing program	<ul style="list-style-type: none"> - follow an appropriate process for the formulation of a budget for an search engine marketing strategy - carry out the development of a search engine marketing plan for a business or product - plan the search engine marketing techniques into the search engine marketing strategy for a business or product - use appropriate techniques for measuring campaign effectiveness.
LO4 Understand how to execute search engine marketing program	<ul style="list-style-type: none"> - be aware of value of search engine marketing findings - explain search engine marketing reports - interpret format of a search engine marketing report - describe common problems in preparing the search engine marketing report - discuss the critical nature of presentations

8. Outlines

Chapter 1 How Search Marketing Works

- 1.1. Why Search Marketing Is Important
- 1.2. Why Search Marketing Is Difficult
- 1.3. What Search Marketing Is
- 1.4. How to Get Started in Search Marketing

Chapter 2 How Searchers Work

- 2.1. Visitor Behavior
- 2.2. Buyer Behavior
- 2.3. The Searcher's Intent
- 2.4. The Searcher's Click
- 2.5. The Searcher's Follow-Through
- 2.6. How to Work the Searcher

Chapter 3 How Search Works

- 3.1. How Search Engines Work
- 3.2. How to Work the Search Engines

Chapter 4 Unlock the Business Value of Search

- 4.1. Identify Your Website's Goals
- 4.2. Measure Your Website's Success
- 4.3. Measure Your Search Marketing Success

Chapter 5 Create Your Search Marketing Program

- 5.1. Define Your Search Marketing Strategy
- 5.2. Sell Your Search Marketing Proposal
- 5.3. Set Up Your Search Marketing Program

Chapter 6 Choose Your Target Market Segments

- 6.1. Understand the Value of Targeting
- 6.2. Choose Your Primary Targets
- 6.3. Organize Your Targets

Chapter 7 Get Your Content Listed

- 7.1. Get Your Pages Listed in Organic Search Indexes
- 7.2. Get Social Content Listed in Organic Search Indexes
- 7.3. Get Your Merchandise Listed in Product Search Databases

Chapter 8 Optimize Your Content

- 1.1. Choose Your Search Landing Pages
- 1.2. Analyze Your Metrics
- 1.3. Improve Your Content

Chapter 9 Prove Your Content's Quality

- 9.1. Organic Search Quality Factors
- 9.2. Paid Search Quality Factors
- 9.3. Improve Quality with Co-Optimization

Chapter 10 Make Search Marketing Operational

- 10.1. Why Is Operating a Search Program So Hard?
- 10.2. Set Up Your Search Center of Excellence
- 10.3. Monitor Your Search Metrics
- 10.4. Monitor Your Search Health

9. Required Textbooks

M. Moran, B. Hunt (2016), Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site, 3rd Edition, IBM Press

10. Suggested Textbooks

Eric Enge, Stephan Spencer, Jessie Stricchiola (2015) The Art of SEO: Mastering Search Engine Optimization, 3rd Edition

11. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
1	<i>Chapter 1. How Search Marketing Works</i>	<ul style="list-style-type: none">• Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria• The definition of search engine marketing and the growing complexity of search engine marketing• The role and value of search engine marketing• The search engine marketing industry <p><u>Activity</u></p> <ul style="list-style-type: none">- Discuss the emerging trends of search engine marketing	<p>Before class:</p> <ul style="list-style-type: none">• Reading the course's syllabus• Reading Part 1, Section 1, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M.</u> Moran, B. Hunt (2016), pp. 3-29

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
2	Chapter 2. How Searchers Work	<ul style="list-style-type: none"> Overview of Visitor Behavior and various steps Determining the The Searcher's Intent Determining The Searcher's Device <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss The Searcher's Intent in Vietnam 	<p><u>Before class:</u></p> <p>Reading Part 1, Section 2, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt</u> (2016), pp. 31-42</p>
3	Chapter 2. How Searchers Work (cont.) Group Assignment Coaching	<ul style="list-style-type: none"> Framework for the understanding of the Searcher's click How Searchers Look at Results Why Searchers Click Where They Do When Searchers Don't Click <p><u>Activity</u></p> <ul style="list-style-type: none"> Results Group Assignment Coaching Review of contents of group assignment Answer students' questions on group assignment 	<p><u>Before class:</u></p> <ul style="list-style-type: none"> Formulating the students' groups for the group assignment Reading the requirements of the group assignment Reading Part 1, Section 2, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt</u> (2016), pp. 42-46
4	Chapter 2. How Searchers Work (cont.)	<ul style="list-style-type: none"> Search Marketing and the Buyer's Journey Search Marketing and Customer Behavior <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading Part 1, Section 2, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt</u> (2016), pp. 48-59</p> <ul style="list-style-type: none"> Do tasks on the practice of the group assignment

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
5	Chapter 3. How Search Works	<ul style="list-style-type: none"> Analyzing the Search Keyword Choosing Matches to the Keyword Ranking the Matches Displaying Search Results <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading Part 1, Section 3, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt (2016)</u>, pp. 61-81</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do tasks on the practice of the group assignment (cont.)
6	Chapter 3. How Search Works (cont.)	<ul style="list-style-type: none"> Finding Content for the Organic Index Analyzing the Content Spotting Words You Don't Normally See Building the Organic Index <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading Part 1, Section 3, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt (2016)</u>, pp. 82-98</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do tasks on the practice of the group assignment (cont.)
7	Chapter 4. Unlock the Business Value of Search	<ul style="list-style-type: none"> Understand how to Measure Website's Success Understand how to Measure Search Marketing Success <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading Part 2, Section 1, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt (2016)</u>, pp. 105-157</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do tasks on the practice of the

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
			group assignment (cont.)
8	Chapter 5. Create Your Search Marketing Program	<ul style="list-style-type: none"> Choose the Search Marketing Approach Project the Search Marketing Costs Divide the Search Marketing Work <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading Part 2, Section 2, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt (2016)</u>, pp. 167-216</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do tasks on the practice of the group assignment (cont.)
9	Chapter 5. Create Your Search Marketing Program (cont.)	<ul style="list-style-type: none"> Organize Paid Search Organize Organic Search Organize Local Search 	<p><u>Before class:</u></p> <p>Reading Part 2, Section 2, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt (2016)</u>, pp. 216-228</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do tasks on the practice of the group assignment (cont.)

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
10	Chapter 6. Choose Your Target Market Segments	<ul style="list-style-type: none"> Understand the Value of Targeting Use Keyword Research Tools Decide a Match Type for Each Paid Search Keyword <p><u>Activity</u></p> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<p><u>Before class:</u></p> <p>Reading Part 3, Section 1, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt (2016)</u>, pp. 235-248</p> <ul style="list-style-type: none"> Do tasks on the practice of the group assignment (cont.)
11	Chapter 6. Choose Your Target Market Segments (cont.)	<ul style="list-style-type: none"> Organize targets Prioritize Keywords by the Buyer's Journey Structure the Paid Search Keywords Use Social Data to Improve Keywords <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing other considerations in collecting quantitative data 	<p><u>Before class:</u></p> <p>Reading Part 3, Section 1, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt (2016)</u>, pp. 254-266</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> Do tasks on the practice of the group assignment (cont.)
12	Middle exam Group assignment tutorial	<ul style="list-style-type: none"> Middle exam Give advices to students in order to perform the collection of quantitative data Answer students' questions related to the group assignment 	<p><u>After class:</u></p> <ul style="list-style-type: none"> Do tasks on the practice of the group assignment (cont.)
13	Chapter 7. Get Your Content Listed	<ul style="list-style-type: none"> Increase the Number of Indexed Pages Get Social Content Listed in Organic Search Indexes <p><u>Activity</u></p>	<p><u>Before class:</u></p> <p>Reading Part 3, Section 2, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt (2016)</u>,</p>

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	pp. 269-306 <u>After class:</u> <ul style="list-style-type: none"> • Do tasks on the practice of the group assignment (cont.)
14	Chapter 8. Optimize Your Content	<ul style="list-style-type: none"> • Choose the Search Landing Pages • Landing Pages for Multiple Keywords <u>Activity</u> <ul style="list-style-type: none"> - Discussing challenges about preparing data for quantitative data analysis - Answer students' questions related to the group assignment 	<u>Before class:</u> Reading Part 3, Section 3, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i> , <u>M. Moran, B. Hunt (2016)</u> , pp. 269-306 <u>After class:</u> <ul style="list-style-type: none"> • Do tasks on the practice of the group assignment (cont.)
15	Chapter 8 Optimize Your Content (cont.)	<ul style="list-style-type: none"> • Improve Search Results • Improve Landing Pages <u>Activity</u> <ul style="list-style-type: none"> - Answer students' questions related to the group assignment 	<u>Before class:</u> Reading Part 3, Section 3, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i> , <u>M. Moran, B. Hunt (2016)</u> , pp. 269-306 <u>After class:</u> <ul style="list-style-type: none"> • Do tasks on the practice of the group assignment (cont.)

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
16	<i>Chapter 9 Prove Your Content's Quality</i>	<ul style="list-style-type: none"> • Links as Quality Factors • Using Your Quality Score • Understanding Product Search Quality <u>Activity</u> <p>- Answer students' questions related to the group assignment</p>	<p><u>Before class:</u></p> <p>Reading Part 3, Section 4, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt (2016)</u>, pp. 351-393</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> • Do tasks on the practice of the group assignment
17	<i>Chapter 10 Make Search Marketing Operational</i>	<ul style="list-style-type: none"> • Develop the Team's Skills • Establish Search Marketing Best Practices <p><u>Activity</u></p> <p>- Answer students' questions related to the group assignment</p>	<p><u>Before class:</u></p> <p>Reading Part 3, Section 4, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt (2016)</u>, pp. 397-407</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> • Do tasks on the practice of the group assignment • Do task on preparing research report of the group assignment
18	<i>Chapter 10 Make Search Marketing Operational (cont.)</i>	<ul style="list-style-type: none"> • Your Organic Page Inclusion • Site-Wide Organic Search Problems • Your Paid Search Program <p><u>Activity</u></p> <p>- Answer students' questions related to the group assignment</p>	<p><u>Before class:</u></p> <p>Reading Part 3, Section 4, <i>Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site</i>, <u>M. Moran, B. Hunt (2016)</u>, pp. 407-441</p> <p><u>After class:</u></p> <ul style="list-style-type: none"> • Do task on preparing

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
			report of the group assignment (cont.)
19	Oral presentations of group assignment	<ul style="list-style-type: none"> • Oral presentation of group research project by groups of students • Q&A on each research project • Each oral presentation must not be longer than 15 minutes 	<u>Before class:</u> <ul style="list-style-type: none"> • Submitting search engine marketing project report • Preparing and submitting slides for oral presentation
20	Oral presentations of group assignment	<ul style="list-style-type: none"> • Oral presentation of group research project by groups of students • Q&A on each research project • Each oral presentation must not be longer than 15 minutes 	<u>Before class:</u> <ul style="list-style-type: none"> • Submitting search engine marketing project report • Preparing and submitting slides for oral presentation
21	Feedback on the group Assignment	<ul style="list-style-type: none"> • Give comments on the group assignment 	
22	General review and discussion	<ul style="list-style-type: none"> • Give a general review of the course's contents and discussion 	

12. Grading Policy

	<i>Assignment</i>	<i>Importance</i>
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 12th slot, students will be given a case study/a scenario with some relevance to the search engine marketing topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This assignment encourages students to apply knowledge and develop skills in search engine optimization in a real case in order to become familiar with the reality of search engine marketing activities.

The group research assignment requires students to work with other members in an assigned group to conduct a real search engine marketing and present a report. Learners will choose or be assigned a scenario/a real firm and a group (4-5 members). They will be required to design and execute a search engine optimization plan that addresses multiple aspects of the chosen or assigned scenario/real firm. A group project, which includes a project report and video presentation, will be allocated to let students demonstrate their ability of search engine optimization design and application. The oral presentation of each group must be no longer than 15 minutes.

Each team task will need to:

- Ability to classify and exemplify different tactics of search engine optimization and how they can be used in business.
- Capability to discover search engine optimization practice skills and mechanisms to evaluate, adapt, and measure the search engine result page (SERP) for the achievement of personal and/or organizational search results.
- Ability to work effectively as a team to design effective search keywords, phrases, tags, and landing pages to optimize the online presence and searchable results of websites
- Capability to discover business situations concerning the impact and challenges brought about by search engine optimization for business purposes.

Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to marketing research in the course.

