



Module Specification

Search Engine Marketing

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Part 1: Information

Module title: Search Engine Marketing

Module code: UMKDWH-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: To understand and critically evaluate the methods, techniques and technologies to be able to implement a successful search marketing strategy.

Outline syllabus: The syllabus will include a range of principles, tools and techniques relating to search engine marketing, including topics such as:

How search engines work

Paid v Organic Search

Objective setting

Keywords and Content for SEO

Search Engine Optimisation: on-page; off-page and technical

Measuring SEO performance.

Keyword research for PPC

Creating and managing PPC campaigns

Measuring PPC campaigns

Part 3: Teaching and learning methods

Teaching and learning methods: Student-centred learning strategies will be employed to ensure a balance of theory and practice. Delivery will be predominantly in a workshop environment allowing for both a didactic and interactive learning experience. Concepts, theories and techniques associated with developing search engine marketing skills are provided as learning resources.

Activities will engage learners in the ideas and will allow them to participate in discussion on the application of these ideas to practical situations in their own and others contexts.

Students will also have the opportunity and encouragement to apply the relevant issues to their own context or a case organisation, and gain individual, formative feedback regarding them from their tutor.

Activities will be interactive and will involve students in practical exercises, case study analysis and discussions. This module will equip students with the ability to selectively analyse different sets of marketing data for insight, and to undertake effective decision making in relation to the utilisation of search.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Create a search engine marketing strategy

MO2 Explain how the latest practices in search marketing can increase website traffic for lead generation, customer acquisition and conversion.

MO3 Critically analyse, measure and report on the success of search marketing activities.

MO4 Execute search marketing improvements using the latest web-based tools and techniques.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/68F3B5F3-CB7D-CEB6-E211-55095A7E7289.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/68F3B5F3-CB7D-CEB6-E211-55095A7E7289.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: In a 3,000 word report, students will be expected to demonstrate their understanding of the factors that lead to SEO success by creating a strategy for improving search ranking. This will include use of relevant search marketing tools in order to measure and report on success.

Assessment tasks:

Report (First Sit)

Description: As a marketing consultant students will write a report to a maximum of 3,000 words on how they would implement a strategic search marketing campaign on a selected business

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Report (Resit)

Description: As a marketing consultant students will write a report to a maximum of 3,000 words on how they would implement a strategic search marketing campaign on a selected business

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Marketing [Frenchay] MSc 2023-24

Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24