

**Western Dakota Technical Institute
800 Mickelson Drive
Rapid City, SD 57703**

Master Syllabus

Course Number: BUS 215
Course Name: Search Engine Marketing
Credits: 3
Contact Hours: 3 Lecture

Course Description: Explore and apply search engine marketing fundamentals such as search engine optimization, pay-per-click, link development, and other tactics that can improve the search engine performance of any website. Create webpages that are search engine friendly and meet the needs of customers. Learn how to evaluate search engine marketing efforts and make tactical adjustments to improve results.

Prerequisites: None

Textbooks: <http://bookstore.wdt.edu>

Materials: Computer with reliable access to the Internet

Student Learning Outcomes:

- Define the elements of search engine marketing
- Describe effective search engine marketing strategies
- Create webpages that include effective search engine marketing techniques
- Evaluate search engine marketing tactics used by others
- Examine the ethical considerations related to search engine marketing

Assessment: Through the Student Learning Outcomes, the following core abilities will be assessed: analytical skills, communication skills, technology skills, social values, and employability.

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