

<b>Module Title:</b>	SEO and Search Engine Marketing
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	8
<b>Module Delivered In</b>	<a href="#">2 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	This is a computer lab based module delivered through practical demonstrations, practical exercises, and industry level projects. Critical analysis will take place on both projects and existing SEO/ SEM campaigns while participants are assisted to prepare for Google Ads Certification.
<b>Module Aim:</b>	This module will provide participants with opportunities to improve both their theoretical knowledge and practical skills of Search Engine Optimisation (SEO) and Search Engine Marketing (SEM).
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Understand the role of Search Engine Optimisation & Search Engine Marketing, including tools and strategies for best practice
LO2	Distinguish between individual factors impacting on and off-page Search Engine Optimisation, design tests to assess efficacy and analyse a company's position both in isolation of and against stakeholders
LO3	Plan, create, optimise and measure a profitable Google Search Campaign
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b>	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b>	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

## Module Content & Assessment

Indicative Content
<b>On-Page &amp; Technical Search Engine Optimisation</b> Explore the on-site tactics that help search engines to better understand and rank website content as well as the aspects of a site that directly impact the indexing and crawling by search engines
<b>Content Marketing &amp; Social Media</b> Gain skills in off-page tactic including link building, content marketing & social media to create a comprehensive SEO strategy
<b>AdWords Campaign Management</b> Understand how to plan, create & optimise a Google Search Campaign targeting the appropriate audience.
<b>Google Professional Certification</b> Identification of & preparation for professional accreditation that Google offers to individuals who demonstrate proficiency in basic and advanced aspects of Google Ads

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Using an existing case study or business, apply knowledge of SEO	1,2	50.00	n/a
Project	Using an existing case study or business, research, plan & create an Google AdWords Campaign as a part of an existing Digital Marketing Strategy. Guided by best practice, advise on optimisation & measurement.	3	50.00	n/a

No Project

No Practical

No End of Module Formal Examination

**SETU Carlow Campus reserves the right to alter the nature and timings of assessment**

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab/Lecture	Every Week	3.00
Independent Learning	Every Week	6.00
Total Hours		9.00

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab/Lecture	Every Week	1.50
Independent Learning	Every Week	7.50
Total Hours		9.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	<a href="#">Bachelor of Science (Honours) in Digital Marketing with Analytics</a>	3	Mandatory
CW_BBDMA_D	<a href="#">Bachelor of Science in Digital Marketing with Analytics</a>	3	Mandatory