

Module Title:	SEO and Search Engine Marketing
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	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.
Module Aim:	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).
Learning Outcomes	
<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
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <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

On-Page & Technical Search Engine Optimisation

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

Content Marketing & Social Media

Gain skills in off-page tactic including link building, content marketing & social media to create a comprehensive SEO strategy

AdWords Campaign Management

Understand how to plan, create & optimise a Google Search Campaign targeting the appropriate audience.

Google Professional Certification

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

Workload: Full Time		
<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

Workload: Part Time		
<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	Bachelor of Science (Honours) in Digital Marketing with Analytics	3	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	3	Mandatory