

<b>INSTITUTE</b>	<b>FACULTY OF MANAGEMENT STUDIES</b>
<b>PROGRAM</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION (HONS.)</b>
<b>SEMESTER</b>	<b>5</b>
<b>COURSE TITLE</b>	<b>APPLICATIONS OF SEO, SEM &amp; WEB ANALYTICS</b>
<b>COURSE CODE</b>	<b>04BB0521</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Understand Search Engines & Ranking Concepts
- 2 Understand On – Page & off Page Optimization
- 3 Search Right Keywords
- 4 Build Ad Campaigns for google search ads
- 5 Evaluate Web-Analytics reports and Developing Appropriate Strategies

**Pre-requisite of course:**NONE

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	0	30	20	25	25

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Fundamentals of Search Engine Optimization</b> Introduction to SERP - Meaning of SEO – Understanding how Goggle Search Engine Works (Crawling, Caching, Indexing), Keywords (Long tail & Short tail) – Buyers Keywords (Informational, Transactional & Navigational)	5
2	<b>Applications of Search Engine Optimization</b> Mechanism of Optimization – Backlinks - Tools for SEO – Tasks for On Page SEO – Tasks for Off Page SEO – Google Search Console – Generating reports for SEO	14
3	<b>Fundamentals of Search Engine Marketing</b> Meaning of SEM – Google Ads – Creating AdWords Account – Ad extensions – Google Display Ads – Google Shopping Ads – Remarketing	5
4	<b>Applications of Search Engine Marketing</b> Creating Ad Sets (Campaign Objective, Targeting, Budgeting, Placement, Bidding in Ads) – Ad Evaluation (CPC, CPM, CPA, CTR), Quality Score – Generating SEM reports	14

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
5	<b>Google Analytics</b> Introduction to Google Analytics – Understanding Google Analytics Structure & Insights, Setting up Analytics Account – Reducing Bounce Rate – Integration of AdWords & Analytics Account, Setting Filters & Goals to track performance -Monitoring sources of Traffic	10
<b>Total Hours</b>		<b>48</b>

**Textbook :**

- 1 Digital Marketing for Dummies, Ryan Deiss, Russ Henneberry, Wiley, 2020
- 2 Product-Led SEO, Eli Schwartz, Houndstooth Press, 2021
- 3 Digital Marketing - Strategy & Tactics, Jeremy Kagan, Siddharth Shekhar Singh, Wiley, 2020

**References:**

- 1 Fundamentals of Digital Marketing, Fundamentals of Digital Marketing, Punit Bhatia, Pearson, 2019
- 2 The Art of Social Media, The Art of Social Media, Guy Kawasaki, Peg Fitzpatrick, Portfolio, 2015
- 3 Social Media and Mobile Marketing, Social Media and Mobile Marketing, Punit Bhatia, Wiley, 2019

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking</b>
10.00	20.00	25.00	25.00	10.00	10.00

**Instructional Method:**

- 1 THEORY