


Business Administration

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| Course Number: | BUAD 333 |
| Course Title: | SEARCH MARKETING |
| Credits: | 3 |
| Calendar Description: | This course provides a framework for understanding the forces driving a competitive search marketing strategy. From this foundation, students will investigate current search marketing tools and techniques and learn how to use them to develop an effective on-line presence (<i>also offered by Distance Education</i>). |
| Semester and Year: | FALL 2022 |
| Prerequisite(s): | BUAD 128, BUAD 200 and minimum third-year standing |
| Corequisite(s): | No |
| Prerequisite to: | No |
| Final Exam: | Yes |
| Hours per week: | 3 |
| Graduation Requirement: | BBA, Marketing Specialty . Elective |
| Substitutable Courses: | No |
| Transfer Credit: | CIB |
| Special Notes: | |
| Originally Developed: | September 2003 |
| EDCO Approval: | May 2017 |
| Course A]] [ca: |  |

Required Texts/Resources

Digital Marketing Essentials, Mimic Pro Simulation (Stukent online resources) NOTE: Instructor will provide a link in Moodle to purchase these course materials directly from Stukent (Approximately \$120 USD.) **A credit card or PayPal account will be needed to make the purchase. Please note that this resource is an integral part of the course. Please do not take this class if you are not prepared to purchase the materials.**

Additional relevant reading/viewing assignments from leading industry resources may be provided by the instructor during the course.

Course Schedule (Subject to Change)

| Date | | Topic |
|------------------|------|---|
| 2022 Week of: | | Classes Start: Wednesday, September 7 STAT Friday, September 30 STAT Monday, October 10 STAT Friday, November 11 Last day of regularly scheduled Classes: Tuesday, December 6 |
| Sep | 4 | (First class on Wednesday) Introductions, Course Overview Search Marketing Introduction |
| | 11 | Organic Search and Keyword Planning Google Fundamentals (Digital Garage) Certification |
| | 18 | Web Design & Landing Pages Landing Page Lab |
| | 25 | Digital Analytics Google Analytics Certification Analytics Lab |
| Oct | 2 | Paid Search Mimic Pro Rounds 1,2 |
| | 9 | Midterm Mimic Pro Rounds 3,4 |
| | 16 | Email & Lead Generation Mimic Pro Rounds 5,6 |
| | 23 | Social Media Development Mimic Pro Rounds 7,8 |
| | 30 | Search Marketing Audits & Corrective Action SEMrush Toolkit Certification |
| Nov | 6 | Case Studies Mimic Pro Rounds 9,10 |
| | 13 | Mimic Pro Final Round Review Term Project |
| | 20 | Term Project |
| | 27 | Final Exam Prep. |
| Dec | 4 | Final Exam Prep. |
| Dec | 8-19 | Final Exam Period |

