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## MODULE DESCRIPTOR

### Module Title

Search Marketing

|           |              |             |         |
|-----------|--------------|-------------|---------|
| Reference | CB4009       | Version     | 1       |
| Created   | August 2018  | SCQF Level  | SCQF 10 |
| Approved  | October 2018 | SCQF Points | 15      |
| Amended   |              | ECTS Points | 7.5     |

### Aims of Module

To develop students with a critical understanding of how to organise, plan, implement and control a search marketing strategy within a broader digital marketing framework.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Evaluate how search marketing can increase website traffic for lead generation, customer acquisition and conversion.
- 2 Demonstrate a strong understanding of search marketing tools and techniques in the context of web architecture.
- 3 Measure, critically analyse and report on the success of search marketing activities.
- 4 Critically examine emerging concepts within search marketing and assess their impact in an organisational context.

### Indicative Module Content

This module assesses search marketing strategy and tactics, such as search engine optimisation (SEO) and pay-per-click advertising (PPC). It explores how to maximise company visibility on key search engines, and examines the role of website architecture, landing pages, and user experience in a successful search campaign. A range of practical digital tools will be applied to devise, implement and measure search marketing activities.

### Module Delivery

This module is delivered via a combination of lectures and lab tutorials and supported by independent self-directed study.

**Indicative Student Workload**

|  | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours  | 36        | N/A       |
| Non-Contact Hours  | 114       | N/A       |
| Placement/Work-Based Learning Experience [Notional] Hours                    | N/A       | N/A       |
| TOTAL  | 150       | N/A       |
| <i>Actual Placement hours for professional, statutory or regulatory body</i> |           |           |

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

|              |                                 |            |      |                    |            |
|--------------|---------------------------------|------------|------|--------------------|------------|
| Type:        | Coursework                      | Weighting: | 100% | Outcomes Assessed: | 1, 2, 3, 4 |
| Description: | Individual Portfolio Assessment |            |      |                    |            |

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

| Module Grade | Minimum Requirements to achieve Module Grade:                                  |
|--------------|--|
| <b>A</b>     | 70% or above   |
| <b>B</b>     | 60% - 69%  |
| <b>C</b>     | 50% - 59%  |
| <b>D</b>     | 40% - 49%  |
| <b>E</b>     | 35% - 39%  |
| <b>F</b>     | 0% - 34%   |
| <b>NS</b>    | Non-submission of work by published deadline or non-attendance for examination |

**Module Requirements**

|                          |       |
|--------------------------|-------|
| Prerequisites for Module | None. |
| Corequisites for module  | None. |
| Precluded Modules        | None. |

**ADDITIONAL NOTES**

Students who engage with this module through attendance and participation will be exposed to the following Meta Skills: Adapting, Collaborating and Curiosity.

**INDICATIVE BIBLIOGRAPHY**

- 1 CHAFFEY, D. and ELLIS-CHADWICK, F., 2022. *Digital Marketing: Strategy, Implementation and Practice*. Harlow: Pearson Education Limited.
- 2 KINGSNORTH, S., 2022. *The Digital Marketing Handbook: Deliver Powerful Digital Campaigns*. London: Kogan Page Limited.
- 3 MATTA, H., GUPTA, R. and AGARWAL, S., 2020, June. *Search Engine optimization in Digital Marketing: Present Scenario and Future Scope*. In *2020 International Conference on Intelligent Engineering and Management (ICIEM)* (pp. 530-534). IEEE.
- 4 BHANDARI, R.S. and BANSAL, A., 2018. *Impact of Search Engine Optimization as a Marketing Tool*. Jindal Journal of Business Research, Vol 7, Issue 1, pp. 23 ? 36.
- 5 DAS, S., 2021. *Search engine optimization and marketing: A recipe for success in digital marketing*. London: CRC Press.
- 6 TODD, K., 2017. *Introduction to search engine marketing and AdWords*. Wheaton, Illinois : Apress. Available as Ebook.
- 7 Additional Materials: MOZ, 2022. Blog. [online]. Moz. Available from: <https://moz.com/blog> Search Engine Land, 2022. Blog. [online]. Search Engine Land. Available from: <https://searchengineland.com/>