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## MODULE DESCRIPTOR

### Module Title

Search Marketing

Reference	CB4009	Version	2
Created	January 2020	SCQF Level	SCQF 10
Approved	October 2018	SCQF Points	15
Amended	June 2020	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 marketing 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 calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<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/>