

MODULE DESCRIPTOR

Module Title

Search Marketing

Reference	CB4009	Version	4
Created	February 2024	SCQF Level	SCQF 10
Approved	October 2018	SCQF Points	15
Amended	April 2024	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 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. It engages students with UNESCO's Education for Sustainable Development Critical Thinking and Integrated Problem Solving competencies, allowing students to develop and reflect on how to optimise an existing brand's search marketing performance whilst providing appropriate recommendations.

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:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	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/>