

SYLLABUS**STATE UNIVERSITY OF APPLIED SCIENCES IN WŁOCŁAWEK****Course: Search Engine Marketing**

Faculty:		NEW MEDIA AND E-BUSINESS						
Speciality/specialization:		E-business						
Unit hosting the Faculty:		NEW MEDIA DEPARTMENT						
Practical course profile								
Course language:		Polish/English						
Course category:		specialist						
Learning cycle:		2021-2024						
Academic year: III 2023/24					Semester: V			
Number of hours required to complete the course in full time-mode:								
TOTAL	lecture	ACTIVE FORMS						
		classes	projects	labs	workshops	conservatory	seminar/ proseminar	professional training
30	15				15			
Method of carrying out all active forms of classes:		<p>Classes are conducted:</p> <ul style="list-style-type: none"> • in the didactic room, • on-line, • during visits to workplaces and local institutions, • by participation in thematic events held outside the university. 						
Specification of introductory courses with prerequisites:		<p>Internet marketing strategy, HTML and CSS basics. To assimilate the content presented, knowledge of creating marketing strategies for online businesses as well as the technological aspects of building a website is needed.</p>						

Educational goal:	<p>After this course, students shall be able to:</p> <ul style="list-style-type: none"> • Define the basic concepts and terms of SEM • Perform website positioning according to best practices • Create and manage search engine advertising campaigns • Obtain Google Ads certification
Learning outcomes (course-related): K_W01 K_W07 K_U04 K_U08 K_U09 K_K02	<p>Knowledge:</p> <p>W1. Student knows and understands to an advanced degree the basic knowledge of marketing, oriented to practical applications in media, cultural and economic activities, as well as the terminology appropriate to these fields. (K_W01)</p> <p>W2. Student has advanced knowledge of methods, tools and techniques for obtaining data on the Internet, allowing to describe selected social structures and institutions and the changes occurring in them. (K_W07)</p> <hr/> <p>Skills:</p> <p>U1. Student is able to independently search, analyze, evaluate (also in terms of formal and ethical correctness), select, interpret and use information, as well as acquire knowledge and develop their professional skills using search engines (in Polish and foreign languages). (K_U04)</p> <p>U2. Student is able to assess the usefulness of search engine marketing tools for the implementation of tasks and solving problems related to activities in the sphere of new media, including business activities. (K_U08)</p> <p>U3. Student is able to independently plan and implement typical projects related to search engine marketing, including business projects, as well as analyze, evaluate and implement proposed solutions to problems in these fields. (K_U09)</p>

	<p>Social competences:</p> <p>K1. Student is ready to relate the acquired knowledge to the independent design of professional activities, appropriately determines the priorities for the implementation of professional tasks, is also ready to consult experts in case of difficulties in solving the problem independently. (K_W02)</p>	
<p>Full course description/ syllabus content:</p>	<p>Lecture contents:</p> <ol style="list-style-type: none"> 1. Search engine marketing concepts, terms and metrics 2. Key factors affecting search engine positioning 3. Google search ads 4. Google ad network campaigns 5. Google Ads Certification <p>Workshop contents:</p> <ol style="list-style-type: none"> 1. SEO audit, positioning and practical use of SEO analysis tools 2. Content marketing in SEO strategy for e-commerce - descriptions of products, categories, producers 3. Configuration and optimization of advertising campaigns in Google Ads 4. Results analysis and optimization of PPC campaigns 5. Company Profile on Google <p>As part of the course, students shall take an external exam to become Google Ads certified.</p>	<p>Reference to the learning outcomes</p> <p>Lecture:</p> <ol style="list-style-type: none"> 1. W1, W2 2. W1, W2 3. W1, W2 4. W1, W2 5. W1, W2, U2 <p>Classes:</p> <ol style="list-style-type: none"> 1. U1, U2, U3, K1 2. U1, U2, U3, K1 3. U2, K1 4. U1, U2, K1 5. U2, U3
<p>Methods of conducting classes:</p>	<ul style="list-style-type: none"> • Lectures and interactive lectures • Active forms: projects / simulation games / work in groups / case study analysis / discussion / solving tasks • Visits to workplaces • Participation in thematic events both at the university and outside it 	

Student workload/ECTS points	Forms of activity	Average number of hours to complete the activity	
		W	AF
<p>FULL-TIME STUDIES:</p> <p>1) included in the working hours: - lecture: 15 - active forms: 15</p> <p>2) not included in the working hours: - direct consultations: - e-mail consultations: - e-learning consultations: - synchronous consultations: - exams and forms of passing the course:</p>	Number of hours with the participation of an academic teacher:	15	15
	Number of hours without the participation of an academic teacher:	15	15
	1. Preparation for classes, including studying the recommended literature	7	
	2. Processing of the results/preparation for the exam, tests, other	8	5
	3. Preparation of a report, presentation, discussion		10
	Total	30	30
	Total number of ECTS points for the method of classes	1	1
	<p>Form and method of passing, assessment criteria or requirements.</p> <p>The accepted value for calculating the assessment</p>	<p>Methods of passing the course:</p> <ul style="list-style-type: none"> • Lecture: passing with a grade • Workshops: passing with a grade 	
<p>Forms of passing the course:</p> <ul style="list-style-type: none"> • Lecture - written exam: mixed form - multiple choice test and open questions <p>Obtaining two Google certifications: <i>Google Ads on the search network, Google Ads on the ad network</i> = 1 grade higher rating</p> <ul style="list-style-type: none"> • Workshops – group and individual work with possible points (including case studies, presentations, projects) 			
<p>Basic criteria: earning min. 50% of possible points (from exam class tasks) to pass the course, activity in class, dedication to project work, creativity.</p>			

	<p>Value for calculating the assessment:</p> <table border="1"> <thead> <tr> <th>% of points</th> <th>grade</th> </tr> </thead> <tbody> <tr> <td>0% - 49%</td> <td>- F</td> </tr> <tr> <td>50% - 59%</td> <td>- C</td> </tr> <tr> <td>60% - 69%</td> <td>- C+</td> </tr> <tr> <td>70% - 79%</td> <td>- B</td> </tr> <tr> <td>80% - 89%</td> <td>- B+</td> </tr> <tr> <td>90% - 100%</td> <td>- A</td> </tr> </tbody> </table>	% of points	grade	0% - 49%	- F	50% - 59%	- C	60% - 69%	- C+	70% - 79%	- B	80% - 89%	- B+	90% - 100%	- A
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90% - 100%	- A														
<p>Literature list:</p>	<p>Compulsory literature:</p> <ol style="list-style-type: none"> 1. Aktualne materiały dostępne na stronie: https://support.google.com/ oraz https://skillshop.withgoogle.com/ 2. K. Marzec, T. Trzósło, Marketing internetowy w Google. Pozycjonowanie, Ads & Analytics dla biznesu, e-commerce, marketerów, Wyd. Helion, Gliwice 2022 <p>Supplementary literature:</p> <ol style="list-style-type: none"> 1. M. Zastrożna, <i>Google Analytics dla marketingowców</i>, Wydawnictwo Onepress, Warszawa 2023. 2. A. Andrzejczyk, SEO marketing. Bądź widoczny w internecie, Wyd. Helion, Gliwice 2022 3. M. Dutko (red.), <i>Biblia e-biznesu 3.0</i>. Wyd. Helion, Gliwice 2021 4. Mazurek G. (red.) <i>E-Marketing. Planowanie. Narzędzia. Praktyka.</i>, Wyd. Poltext, Warszawa 2021. 														
<p>Names of person/persons who prepared the course description: Patryk Ciechanowski, MA</p>															