

## Search Marketing



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

1st year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Fall (S1)

> **Degree course:** Management et commerce international

> **Teaching unit:** 1-3 Compétences digitales

> **Course language:** English

> **Duration (hours):** 20

> **ECTS:** 3

> **Teacher(s):** Ronan CHARDONNEAU

#### > **Assessment:**

Continuous assessment

Final exam

#### > **Teaching methods:**

Lecture course 16 hours

Tutorial course 4 hours

Practical work hours

Case study

Project

## COURSE DESCRIPTION

The course is composed of 5 parts :

1. How to approach a new environment.
2. General understanding of the information and technological environment.
3. Website creation from scratch.
4. Online advertising.
5. Search Engine Optimization.

Each part includes at least 2 exercises + participation in a competition.

Teaching Methods :

Group work, reading and practical home exercises, lectures, peer assessment.

Assessment:

Written final exam (2 hours) + continuous assessment (10 individual exercises + competition participation). Additional points can be added to the continuous assessment in case of passing tools certification.

## OBJECTIVES

Students will:

- gain a general understanding of the information and technological environment
- develop leadership skills
- understand how to create a web page
- understand how search engines are working
- understand the challenges of managing an online advertising account.
- become a junior SEO/SEA practitioner

## PREREQUISITES

Knowledge of how to use a computer.

## SELECTIVE BIBLIOGRAPHY

The Art of Seo: Mastering Search Engine Optimization, Stephan Spencer.

Réussir son référencement web : Stratégie et techniques SEO, Eyrolles, Olivier Andrieu.

The leader in you, Dale Carnegie.