** SFSU College of Extended Learning**

835 Market Street, 6th Floor

San Francisco, CA 94103

**SMM 9340**

**Search Engine Marketing: SEO and SEM**

**Syllabus**

**Course Schedule**

Saturday 12/09/2017

Saturday 12/16/2017

9:30 AM – 4:30 PM

9:30 AM – 4:30 PM

**Instructor**

Suse Barnes

[suse@susby.com](mailto:suse@susby.com)

**Course Introduction/Course Description**

This course explores the power of search engines and how traditional and social media impact search engine rankings. The best way to achieve maximum visibility online is to have a strong search and social strategy. We will look at tools and strategies to increase the visibility of one’s brand in an ever-changing digital and social landscape.

**Student Learning Outcomes:**

* Understand how search engines rank sites
* Differentiate among the different blogging tools
* Optimize a blog post or page
* Describe the value of analytics for measuring performance
* Know the difference among SEO, SEM, PPC and SMO

**Grading Criteria**

Students earn credit based on a combination of full attendance, active participation, and completion of all assignments at a satisfactory level. Students who fail to meet those criteria will receive a no-credit. See below for the incomplete coursework policy.

**Class Schedule**

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| --- | --- | --- |
| **Week** | **Date** | **Agenda** |
| **1** | **12/09/2017** | 1. Setup 2. SEO 3. Blog Optimization 4. Review of Optimized Blog Posts 5. SMO 6. Strategy and Best Practices |
| **2** | **12/16/2017** | 1. More SEO 2. Link Building 3. Paid Search – AdWords 4. Advanced Analysis and Reporting 5. Site Clinics 6. Q&A |

**Reading and Primary Resources for Class Content**Digital or hardcopy course reader will be provided.

**Attendance Policy**

Professional development courses at San Francisco State Extended Learning involve hands-on learning, including in-class discussions, activities and presentations. Therefore, to complete this course successfully, full attendance is required at all class meetings. If you must miss any hours of a class due to an emergency, please contact both your instructor and program director ([abrosnan@sfsu.edu](mailto:abrosnan@sfsu.edu)) to determine next steps, which may include third-party documentation such as a doctor’s note, make-up of all work and assignments, and/or alternate arrangements.

**Incomplete Coursework**

Requesting an Incomplete grade may be possible, but there are strict University policies around this option; please see “Incomplete Authorized (I) Grade” at <http://bulletin.sfsu.edu/gator/grading/Grading_Gators_and_Systems>. Also, see <http://www.cel.sfsu.edu/register/grades.cfm>.

**Dropping a Course**

Students should be aware of SFSU Drop/Refund guidelines available at <http://cel.sfsu.edu/register/drops-refunds.cfm>. To drop a course, students must submit a College of Extended Learning add/drop form in person or call 415.405.7700 (option 5).

**Students with Disabilities**

Students with disabilities who need reasonable accommodations are encouraged to contact the instructor and program director ([abrosnan@sfsu.edu](mailto:abrosnan@sfsu.edu)). The Disability Programs and Resource Center is available to facilitate the reasonable accommodations process. The DPRC, located in SSB 110, can be reached by telephone at 338-2472 (voice/TTY) or by e-mail at [dprc@sfsu.edu](mailto:dprc@sfsu.edu).

**Emergency Evacuations**

Students are responsible for studying the emergency exit maps posted in their classroom and for complying with direction from faculty and staff during emergency evacuations, whether drills or actual.