

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Search Engine Marketing
Name of the subject in English:	Search Engine Marketing
Credit value of the subject:	3
The code of the subject in the electronic study system:	MN-SENMAR-03-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The purpose of this class is to introduce practical digital marketing to the students and show them how search engine marketing systems work in real life. They'll learn about search engine optimization and Google search ads, both from a very practical perspective. They'll learn how to optimize webpages for search engines, how to set up a working Google search ad campaign and even get familiar with the necessary analytics and reporting systems. At the end of the semester, students need to obtain an official Google Ads Search certification to pass the class.

### SUMMARY OF THE CONTENT OF THE SUBJECT

During the Search Engine Marketing course, you will learn about search engine optimization, you'll learn how to set up Google search ads and even learn how to understand & analyse campaign results within Google Ads and Google Analytics. At the beginning of the semester you'll familiarize yourself with the basic workings of Google Analytics (Universal Analytics). This is important, as we use Analytics to understand thoroughly what happens on a website. After understanding this, we'll start off with learning about the technical parts of search engine optimization. You can learn how to understand organic traffic and how to improve it. The largest part of the semester will be about Google Ads, where you'll learn how an account works and how to set up great campaigns. At the end of the semester, you'll need to pass the official Google Ads Search certification to complete the course.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

active listening, practicing, discovering, analysing, researching, brainstorming

### EVALUATION OF THE SUBJECT:

1. Activity on class
2. Quality of homeworks
3. Result of 2 mini-tests  
= this is 40% of the grade
4. Google Ads Search Certification obtained  
= this is another 60% of the grade

### OBLIGATORY READING LIST:

- Perry Marshall: Ultimate Guide to Google Ads, Entrepreneur Press, 2020, <https://www.scribd.com/book/481608190/Ultimate-Guide-to-Google-Ads>
- Kirk Williams: Ponderings of a PPC Professional: A Collection of Philosophical, Yet Practical,



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Observations to Help You Win at Pay-Per-Click Marketing, ZATOWorks Publishing, 2020,  
<https://www.amazon.com/dp/0578770199/?tag=nw0e7-20>