

Course Unit	Search Engine Marketing & Optimization	Field of study	marketing and advertising
	Post-Graduation in Digital Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2022/2023	Year of study	1
Type	Semestral	Semester	1
		Level	
		ECTS credits	2.0
		Code	5068-787-1114-00-22
Workload (hours)	54	Contact hours	T - TP - PL - TC - S - E - OT - O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Vítor José Domingues Mendonça

**Learning outcomes and competences**  
At the end of the course unit the learner is expected to be able to:

**Prerequisites**  
Not applicable

**Course contents**

**Course contents (extended version)**

**Recommended reading**

- Das, S. (2021). Search engine optimization and marketing: A recipe for success in digital marketing. CRC press.
- Naim, A., & Al Ghamdi, K. (2023). Understanding Digital Marketing: An Exemplary Approach. In Global Applications of the Internet of Things in Digital Marketing (pp. 94-122). IGI Global.
- da Luz, L. P., Camossi, G., & Lima, J. A. (2023). O CONCEITO DA RELEVÂNCIA E AS TÉCNICAS DE SEARCH ENGINE OPTIMIZATION:: Suas implicações no ranqueamento. Revista Eletrônica e-Fatec, 13(1).

**Teaching and learning methods**

**Assessment methods**

- Distributed Evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
- Case Studies - 50%
- Practical Work - 50%

**Language of instruction**  
Portuguese

**Electronic validation**

Vítor José Domingues Mendonça	Ricardo Jorge Vieira Correia	Sonia Paula da Silva Nogueira
08-07-2023	08-07-2023	10-07-2023

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