

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	Level	
Type	Semestral	Semester	1	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**  
 1. Das, S. (2021). Search engine optimization and marketing: A recipe for success in digital marketing. CRC press.  
 2. 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.  
 3. 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		
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08-07-2023	08-07-2023	10-07-2023