

## Syllabus

### Week 1 - Introduction to Search

- Introduction
- Overview & History
- Search Engine Marketing vs. Search Engine Optimization
- Paid Search Overview
- Definitions & Acronyms
- Meet the Engines
- Working with Search Engines
- Review and Assign Case Study as Group Project

### Week 2 - Campaign Development

- Campaign Structure
- Keyword Types
- Keyword Development
- Writing Creative
- Budget Considerations/Forecasting
- Managing to a Metric
- Alignment with Case Study

### Week 3 - Analytics /Optimizations

- Analytics Basics
- Data Analysis
- Purchasing Funnel
- Benchmarking
- Copy Optimizations
- Bid Optimizations
- Match Type Optimizations
- Keyword Optimizations
- Budget Optimizations
- Alignment with Case Study

### Week 4 - Advanced Analytics / Optimizations

- Purchase Funnel and Click Stream Analysis
- Behavioral Targeting and Paid Search
- Day Parting
- Geo-Targeting
- Latent Conversion Optimizations
- Alignment with Case Study

## Week 5 - Techniques and Tools

- Competitive Strategies
- Expand Your PPC Beyond (Google, Yahoo, Bing)
- Benchmarking Tools
- Trend Tools
- Bid Management Tools
- International Search
- Mobile Search
- Future of Search Marketing
- Alignment with Case Study

## Week 6 - Case Study Presentations & Course Summary

- Case Presentations
- Course Summary