IS4340: SEARCH ENGINE OPTIMIZATION

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Search Engine Optimization

Subject Code
IS - Information Systems
Course Number
4340

Academic Unit
Information Systems (IS)

College/School
College of Business (CB)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract

Search engines like Google and Baidu are part of our daily life today. Search engine optimization (SEO) is playing an important role for any business and government services to be discovered and used on the Internet. Upon completion

of this course, you will be able to optimize web pages and their contents for higher ranking. Search engine optimization algorithms will be discussed via practical examples in the class. Students can thus build a career in online content development and optimization, including optimizing for specific audiences, conducting search-focused website audits, and aligning SEO with company strategies. Students will also apply the knowledge and skills learned in the class to optimize company websites in the real world.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Classify and exemplify different tactics of search engine optimization and how they can be used in business and other organizations.	20	x		
2	Demonstrate the attitude and ability to discover search engine optimization practice skills and mechanisms to evaluate, adapt and measure the search engine result pages (SERP) for the achievement of personal and/or organizational search results.	30	x	x	
3	Work effectively as a team to design effective search keywords, phrases, tags and landing pages to optimize the online presence and searchable results of websites.	30		x	x
4	Demonstrate the attitude and ability to discover business situations concerning the impact and challenges brought about by search engine optimization for business purposes.	20	x	x	

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	TLA1:Lecture	History, concepts and applications of search engine optimization in the context of business activities such as search engine result pages, keywords design and classification and tags management are explained. Lectures will be in different formats, e.g., classroom lecture, interview and panel discussion.	1, 2, 3, 4	Seminar:3 Hours/Week
2	TLA2:Tutorial	Tutorial exercises related to search engine optimization and their application for business problems will be given. Course participants analyse the requirements for successful application of search engine optimization and identify appropriate strategy and tactics of search engine optimization.	1, 2, 3, 4	Seminar:3 Hours/Week
3	TLA3:Practical	Students will design search keywords, phrases, tags and landing strategy for business problems and will set up conversion goals for online business.	2, 3, 4	Seminar:3 Hours/Week
4	TLA4:Case Analysis	Students will be required to critically analyze written or multimedia cases demonstrating successful and less successful application of search engine optimization. Students then will formulate critical response and offer best practice management suggestions.	2, 4	Seminar:3 Hours/Week

5	TLA5:Online Discussion	Students will use online media such as discussion forums, text chatroom, video chatroom, weblogs, or wikis to self-reflect on their learning and share their insights with classmates. They can also use this medium for Q&A with an online tutor.	1, 2, 3, 4	Seminar:3 Hours/Week

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	AT1: Tutorial Exercises and Online DiscussionEach weekly learning unit contains exercises, small group discussions, self-reflection, or student presentations/ demonstrations to assess students' understanding of the chosen topics and their abilities to apply their skills. It also includes online comments with which students report key learning, self-reflection, and related concepts found online.	1, 2, 3, 4	20	
2	AT2: Individual AssignmentAn individual assignment which lets students analyze a business problem and develop a solution related to the use of search engine optimization in business and organizational practice.	2, 4	20	
3	AT3: Group ProjectA group project, which includes a project report and video presentation, will be allocated to let students demonstrate their ability of search engine optimization design and application.	2, 3, 4	20	

Continuous Assessment (%)

60

Examination (%)

40

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

AT1:Tutorial Exercises and Online Discussion

Criterion

Ability to classify and exemplify different tactics of search engine optimization and how they can be used in business and other organizations.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT1:Tutorial Exercises and Online Discussion

Criterion

Capability to discover search engine optimization practice skills and mechanisms to evaluate, adapt and measure the search engine result page (SERP) for the achievement of personal and/or organizational search results.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT1:Tutorial Exercises and Online Discussion

Criterion

Ability to work effectively as a team to design effective search keywords, phrases, tags and landing pages to optimize the online presence and searchable results of websites.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT1:Tutorial Exercises and Online Discussion

Criterion

Capability to discover business situations concerning the impact and challenges brought about by search engine optimization for business purposes.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT2: Individual Assignment

Criterion

Capability to discover search engine optimization practice skills and mechanisms to evaluate, adapt and measure the search engine result page (SERP) for the achievement of personal and/or organizational search results.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT2: Individual Assignment

Criterion

Capability to discover business situations concerning the impact and challenges brought about by search engine optimization for business purposes.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT3:Group Project

Criterion

Capability to discover search engine optimization practice skills and mechanisms to evaluate, adapt and measure the search engine result page (SERP) for the achievement of personal and/or organizational search results.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
AT3:Group Project

Criterion
Ability to work effectively as a team to design effective search keywords, phrases, tags and landing pages to optimize the online presence and searchable results of websites.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
AT3:Group Project

Criterion
Capability to discover business situations concerning the impact and challenges brought about by search engine optimization for business purposes.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Assessment Task

AT4:Examination

Criterion

Ability to classify and exemplify different tactics of search engine optimization and how they can be used in business and other organizations.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT4:Examination

Criterion

Capability to discover search engine optimization practice skills and mechanisms to evaluate, adapt and measure the search engine result page (SERP) for the achievement of personal and/or organizational search results.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT4:Examination

Criterion

Capability to discover business situations concerning the impact and challenges brought about by search engine optimization for business purposes.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Search Engine Optimization (SEO); Off-page SEO; On-page SEO; Keywords; Search behavior; SEO and social media; Mobile-friendly SEO; Metrics for SEO Success.

Reading List

Compulsory Readings

	Title
1	The Art of SEO Mastering Search Engine Optimization, 3/e, Eric Enge, Stephan Spencer, Jessie Stricchiola, ISBN-13: 978-1491948965, O Reilly, 2015.

Additional Readings

	Title
1	Adam Clarke, SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies: Learn SEO with smart internet marketing strategies, ISBN-13: 978-1515345671, Digital Book Guru.
2	Jason McDonald, SEO Fitness Workbook: 2016 Edition: The Seven Steps to Search Engine Optimization Success on Google, JM Internet Group, 2016.