DESCRIPTION OF CONTENTS: PROGRAMME
1. Internet and Search Engine Basics: Web Marketing and Mobile Marketing
3. Keywords Research and Analysis
4. Website Designing / Development
5. Dynamic Website SEO
6. App Store Optimization (APO)
7. Reports and Management

% end-of-term-examination: 40
% of continuous assessment (assignments, laboratory, practicals...): 60

BASIC BIBLIOGRAPHY
- Adam Clarke, SEO 2017: Learn Search Engine Optimization With Smart Internet Marketing Strategies, 2016, CreateSpace Independent Publishing Platform
- Stephan Spencer, Jessie Stricchiola The Art of SEO Mastering Search Engine Optimization, 3/e, O Reilly Media, 2015