DESCRIPTION OF CONTENTS: PROGRAMME

1. Search Engine Marketing (SEM) Overview (such as Google Adwords, BingAds, Yandex, Baidu)
   a. Pay-per-click definition; important Terms (Quality Score, Conversion Rate etc.)
   b. Ad writing Techniques (compelling ads that increase click-through-rates (CTR) lower costs; Relevance & Quality score; improve conversion rates, targeted ads & relevant landing pages)
   c. Effective Landing Pages (Importance of UI/UX design, and Call-to-action)
   d. PPC campaigns; Bid Management Plan and Performance Tracking
2. Display (Imagen and video)
3. Social Ads
4. Affiliation
5. Reporting & Analysis (Integrate PPC account with Google Analytics; understanding reports and define the future plan of action)

ASSESSMENT SYSTEM

Your final grade will be assigned based on:
Participation in-class, discussion, assignments, quizzes and cases studies: 60%
Final exam: 40%.
In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

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

BASIC BIBLIOGRAPHY
- Savage, T. M. and Vogel, K. E. Introduction to Digital Media, Jones and Bartlett Publishers, 2009