COURSE OBJECTIVES

The name of this course is Search Engine Marketing (SEM). SEM is a subset of the field of Internet Marketing, and it is an exciting area to work in. It’s a blend of technical acumen, behavior analysis, science, creativity, and above all, it’s marketing! When done right, SEM can contribute substantially to a company’s success on the web.

What can SEM do for you?
- Sell more stuff online
- Influence more offline sales
- Get your stories/blog/articles read by more people
- Get hired
- Keep your job
- Get promoted
- Get a raise
- Start your own business
LEARNING OBJECTIVES

- Gain an understanding of the Internet Marketing umbrella.
- Understand what SEM, SEO and PPC are.
- Learn how to “do” and measure SEM.
- Understand what Website Usability and Website Analytics are, and how they play a role in SEM.
- Get real hands-on experience with SEM.

In addition to the above, this course will provide students with opportunities to develop knowledge and skills in the following areas:

- **Research Skills**: You will learn how to critically evaluate data about how people use the web and make decisions based on that data.
- **Analytical Skills**: You will learn to use quantitative methods to measure and predict human behavior.
- **Communication Skills**: You will be given an opportunity to practice your oral and creative communication skills.
- **Writing Skills**: Writing is a vital part of SEM. Assignments will provide you with an opportunity to demonstrate your writing skills.
- **Ethical Understanding**: A portion of this course will ask you to evaluate the impact of ethical vs. unethical marketing practices.
- **Technological Literacy**: You will be asked to use modern information technology (e.g. computers, Internet, literature databases, search engines, etc.) to research various topics associated with SEM.
- **Reflective Thinking**: This term refers to one’s ability to think about your thought processes. Put another way, it’s the ability to be aware of how you process information as well as understanding how different methods of thinking might lead to different judgments, decision outcomes, etc. We will explore how reflective thinking impacts how people use the web.

CLASS PARTICIPATION

Class time will often be spent on lectures, discussions and projects designed to illustrate the topics covered in the text. To fully benefit from these activities, it is important that you come prepared to participate. My subjective assessment of how well you participate in class will be based on things like the frequency and quality of your participation in class discussions, the degree to which it appears you have done the assignments before coming to class, how well you work with others, and finally, attendance. You will be asked to complete assignments outside of class. Performance on these assignments affects my assessment of your class participation and your overall grade in the course.

QUIZZES

There will be two quizzes. The dates of these quizzes are listed on the course schedule.
PROJECT WORK

Because of the nature of SEM, there will be hands-on project work during this course. There will be one class group project, and one individual project.

PRESENTATIONS

Learning how to make effective presentations is an important part of your business skills training. You will give a presentation as part of this class. Some of things that will improve your presentation grade includes: how well you applied the elements we discussed in the course, accuracy and organization of the material being presented, effective speaking skills, use of multi-media technology, and appropriate dress.

WRITING

Proper grammar and the clarity of your writing will have a significant impact on the grade you receive for assignments. Please make every effort to proofread your work, and correct spelling and grammatical errors prior to submitting your work to the instructor. I highly recommend use of the college writing lab for all students.

SUBMITTING ASSIGNMENTS

Submission instructions may be different for each assignment. It’s important that you follow the instructions given by the instructor for each assignment.

If you are asked to hand the assignment in an electronic document (i.e: Word, Excel, PowerPoint, etc), make sure the document is in Microsoft Office or a compatible word processor. Also, please make sure you update the virus software on your computer. I don’t like it when people send me documents containing viruses.

PROFESSIONALISM

In addition to meeting the academic standards articulated elsewhere in this syllabus, you will be required to behave in a professional manner when interacting with the instructor and your fellow students. Professionalism is an important aspect of your business education because it helps to foster an environment in which the focus is on learning and performance. The professional standards you learn in this class will contribute to your success in the business world. In this class, professionalism will be evaluated on the following dimensions:

Responsibility: Responsible people meet their obligations, adhere to deadlines, communicate well with classmates and their instructor, and make their best effort when it comes to work.

Respect: Professional people treat others with respect. You should address others using proper titles. You should avoid personal insults or derogatory comments when dealing with your classmates. You should be sensitive to the diverse nature of the campus community and
avoid disparaging others based on race, religion, sexual orientation, etc.

**Attendance Policy and Class Participation**

It is important that you attend class regularly and on-time. If you miss class on a day when an exam is given, you can only make up the exam if you have an excused absence (see below about Making Up Work). Otherwise, you will receive a failing grade. If you need to be absent for any reason other than illness, please clear it with the instructor ahead of time. It is also expected that you will not miss class in order to leave early on vacations and holidays (e.g. Spring Break). Also note that unexcused absences affect the instructor’s assessment of your class participation significantly. For instance, two unexcused absences can lower your final grade by a full letter.

**Grading Policy** (please read carefully)

Your final course grade will be a weighted average of your final project and presentation, quizzes, assignments, and the instructor’s subjective assessment of your class participation. (Plus/Minus grading is only used for final grades.

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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</thead>
<tbody>
<tr>
<td>Your Final Project &amp; Presentation</td>
<td>30%</td>
</tr>
<tr>
<td>Class Project</td>
<td>25%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>20%</td>
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<tr>
<td>Assignments</td>
<td>20%</td>
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<tr>
<td>Class Participation &amp; Professionalism</td>
<td>5%</td>
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</tbody>
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* At the instructor’s discretion, your final grade may be altered up or down based on your level of professionalism and class participation. If you have concerns regarding your relative performance on these dimensions, you should ask for feedback from the instructor.

**Making Up Work, Assignment Due Dates**

Make-up exams are only given when you have been absent due to documented medical problems. In addition, I reserve the right to administer oral or essay exams. If you need to miss class for reasons other than documented medical problems, you should contact the instructor ahead of time and make arrangements to take the exam or the assignment early.

All assignments are due on the date listed in the schedule. Assignments will never be accepted late. Please make arrangements to complete your assignments early to avoid the typical “last minute” problems (computer lab too crowded, disk failure, car broke down on the way to school).

**Withdrawal**

Please consult the college catalog for further details about withdrawing from a course.
**JESUIT TRADITION**

This course will be taught using an educational strategy known as the *Ignatian Pedagogical Paradigm*. Central to this approach are three key processes: Experience, Action and Reflection. The experience component refers to those activities used to convey knowledge to the student. For instance, in this course you will read a textbook and listen to presentations by the instructor. The action component refers to those activities where you apply or work with the knowledge. In this class you will engage in assignments or projects were you put the course material to use. Finally, we will frequently engage in activities where you reflect on the meaning as well as the personal, ethical and societal implications of the course material. This approach to teaching is based in hundreds of years of tradition and is one of the many ways in which your experience at Canisius is different from that of students at other kinds of colleges or universities.

**STAYING INFORMED**

I will utilize a variety of methods to keep you informed of course related events. An Angel website has been established for the course, and will be utilized frequently to make announcements. It is your responsibility to check your email frequently to ensure that you have received this information. The course syllabus and course schedule are posted there, along with assignments. It is your responsibility to review the schedule frequently, and to familiarize yourself with due dates and assignments. The schedule is subject to change, so you should check it at least once a week. If you use an email account other than your Canisius account, you will need to update your personal information on Angel to include the alternate email address. The IT helpdesk can explain how to do this.

**ALTERNATIVE APPROACHES TO INSTRUCTION**

Most of the course will be taught face-to-face. However, I am experimenting this semester with some alternative approaches to instruction and from time to time, you may be asked to participate in activities usually associated with online education. This might include watching presentations online instead of attending a class lecture, using social networking technologies (e.g. LinkedIn, Diigo) or the use of other innovative teaching methods. For the most part, however, class will be conducted in the traditional fashion.

**STUDENTS WITH DISABILITIES**

If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it or if you will require extra time on examinations, please notify me in the first two weeks of the course so that we may make appropriate arrangements.
**Academic Integrity**

Students are expected to know and understand college policies with regard to academic integrity. (These can be found at: [http://www.canisius.edu/catalog/academic.asp#integrity](http://www.canisius.edu/catalog/academic.asp#integrity)). Violations of academic integrity will be prosecuted fully. Please note that you are responsible for reporting any instances where other students have violated these policies. Failure to do so will result in penalties as well. If you have any questions about this policy, please see the instructor.

Please review the information at the academic integrity link provided above so that you are familiar with the standards you will be held accountable for. Specifically, you are discouraged from “cutting and pasting” content from web sites and representing this content as your own work. The instructor of this course frequently uses plagiarism detection software to detect violations of this policy. If you are in doubt as to the appropriate use of online content in your assignments, please contact the instructor to discuss this issue.

**Office Hours**

Office hours are on Mondays and Wednesdays immediately after class. If you need to meet with me outside that time, send me an email and depending on my schedule, I can arrange an alternate time to meet with you. I am also willing to answer questions via email. You may contact me by email: owusum@canisius.edu.