

# MKTG 430: Search Engine Optimization (SEO) & Search Engine Marketing (SEM)

When a potential customer is looking for a product, how do they find the right one? Often times, they'll ask Google or other search engines. Search Engine Optimization (SEO) and Search Engine Marketing (SEM) help companies become more visible to customers by ensuring that they are among the first companies someone sees when doing initial research.

This course is intended to introduce students to the concepts of Social Media Marketing and Optimization, and teach them how to use these tools to drive top-of-funnel growth, also known as lead generation.

Offered via Rize Consortium.

**Credits:** 3

**Prerequisites:**

**MKTG 343**

**Program:** Business Administration

**Semester Offered:** Spring