

**Spokane Falls Community College**  
**COURSE LEARNING OUTCOMES**

---

<b>Prefix and Course Number:</b>	MMGT 126
<b>Course Title:</b>	Search Engine Marketing
<b>Version Date:</b>	February 7, 2020

---

**Course Learning Outcomes**

Upon successful completion of the course, the student will be able to:

1. Define search engine marketing.
2. Identify elements of search engine marketing plan.
3. Develop Web pages designed to be easily crawled and optimally indexed by search engines.
4. Construct search engine-friendly Web sites.
5. Create Pay-Per-Click (PPC) Campaigns.
6. Apply Google Analytics and other metrics and tools to monitor progress in achieving search engine marketing goals.