Spokane Falls Community College
COURSE LEARNING OUTCOMES

<table>
<thead>
<tr>
<th>Prefix and Course Number:</th>
<th>MMGT 126</th>
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<tbody>
<tr>
<td>Course Title:</td>
<td>Search Engine Marketing</td>
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<tr>
<td>Version Date:</td>
<td>February 7, 2020</td>
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**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.
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.