

ECM 220 e-Business II: SEO / Management

Joel Fuller

Spring 2018

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Course URL: <http://jetnet.jccmi.edu/>

OVERVIEW

The course covers search engine optimization, analyzing web marketing efficiencies, and evaluating content management systems. Topics include competitive comparison, keyword analysis, effective link building, blogs and e-communities setup. Specific e-business components, such as Google Analytics, social networking sites, and pay-per-click advertising campaigns, are emphasized to increase the efficiency of e-Commerce sites operations.

COURSE OBJECTIVES

- Analyze Search Engine Optimization (Google Analytics) to be used as follows:
 - Understand conversion tracking and how to optimize a campaign by analyzing data to improve performance
 - Help design and monitor paid online advertising campaigns
 - Execute and optimize paid and organic SEM campaigns using Google, Yahoo, Bing and Google analytics
 - Work with analytics data to create campaign reports that summarize metrics around the campaign's performance
- Evaluate rich and effective content
 - Create artwork and banners for advertising campaigns
 - Write online ad copy and create backlink campaigns to improve organic search rankings
- Establish effective links
- Determine effective keywords
- Distinguish useful and strategic social media
- Explore pay-per-click advertising/revenue campaigns
- Evaluate web marketing strategies (including search, display, mobile, video and social media)

SUGGESTED MATERIALS Portable Flash memory stick for file management, web presence to use for SEO, small budget for PPC campaigns,

REQUIRED TEXTBOOKS:

None Required

GRADING PROCEDURE

You can figure your grade at any point by taking the total amount of points that you have earned and dividing this number by the total amount of points possible at that point. Then plug this number into the Grading Scale listed below to determine your grade.

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Activities: Tentative activities (subject to change):

Scale (based on 2000 points):

Points	Percentage	Grade
1880	94-100	4
1760	88-93	3.5
1640	82-87	3
1520	76-81	2.5
1400	70-75	2
1280	64-69	1.5
1160	58-63	1
1040	52-57	0.5
	Below 52	0

5 Assignments @ 200 each	1000
1 Course Project	1000
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	2000

Late Policy:

All of the course assignments are posted inside the Weekly outline area of our course Web site. Generally, each assignment is due **one week** after assigned. Assignments should be completed using techniques outlined in the book and submitted via JetNet. **Assignments submitted after the due date will be accepted with a 50% deduction.**

PARTICIPATION and ATTENDANCE POLICY

Your success will depend greatly on your participation in class, time spent completing assignments, and time practicing on the computer. Attendance will be reported periodically to the Registrar's Office. Definitions include: "H"—the student is not doing acceptable work and needs "help" to be successful, "Q"—the student has not participated/attended and the instructor believes they have unofficially withdrawn, and "V"—the instructor "verifies" that the student is participating/attending and doing acceptable work. **It is ultimately the responsibility of the student to withdraw from the course.** You should also contact your instructor when considering a withdrawal.

DROP-IN COMPUTER LAB

The open computer labs are located in William Atkinson Hall, Room 103 and within the IT Commons area. Please call for available times and locations (517) 796-8639. Please contact the extension centers directly for their open lab hours.

EXTRA HELP

Tutors (plus additional services for academic success) can be accessed by calling 796-8415 or by stopping by the Center for Student Success, Bert Walker Hall Room 123. Students requiring special assistance (including those affected by the Americans with Disabilities Act) should contact the Center for Student Success. This is the first step in acquiring the appropriate accommodations to facilitate your learning.

STUDENT RESPONSIBILITIES

The student is responsible for the material covered in a missed class. Notify your instructor in advance if you are going to miss an exam and make arrangements for another exam time.

COLLABORATION

While JCC encourages students to collaborate in study groups, work teams, and with lab partners, each student should take responsibility for accurately representing his/her own contribution.

ACADEMIC HONESTY AND CONSEQUENCES

Academic honesty is expected of all students. It is the ethical behavior that includes producing their own work and not representing others' work as their own, either by plagiarism, by cheating, or by helping others to do so. Please refer to the **Student Handbook** for **Student Rights and Responsibilities**.

Anyone caught cheating on an assignment or exam will receive a zero for that project. If caught cheating more than once, the student will receive a zero for the class. All academic dishonesty violations will be reported to the Dean of Occupational Education