Philadelphia University	PHILADELPHIA UNIVERSITY THE WAY TO THE FUTURE	**Approved Date:** 1/9/2024
Faculty: Business		**Issue: 2**
Department: E-Marketing and social media		**Credit Hours:** 3 hours
Academic Year: 2025/2026	**Course Assessment**	**Degree:** Bcs. E-Marketing and social media

Course Information

Course No.	Course Title	Prerequisite
035243000	**Marketing through Search Engines**	**90 hours**

Course Type	Class Time	Room No.
☐ University Requirement ☐ Faculty Requirement Major ■ Requirement ☐ Elective ☐ Compulsory	**Sat, Mon 9:45-11:00**	**32104**
Course Level*	**Hours No.***	
☐ 6th ■ 7th ☐ 8th ☐ 9th	**90**	

*According to JNQF standards

Instructor Information

Name	Office No.	Phone No.	Office Hours	E-mail
Faisal Kokash	32406	2384	**Sat - Tue 11:00-12:30**	fkokash@philadelphia.edu.jo

Course Delivery Method

■ Blended ☐ Online ☐ Physical			
Learning Model			
Percentage	**Synchronous**	**Asynchronous**	**Physical**
	--	**30%**	**70%**

Course Description

This course introduces students to the principles and practices of marketing through search engines, with a strong focus on Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Students will explore how search engines function, including crawling, indexing, and ranking mechanisms, and examine the differences between organic and paid search strategies. The course covers keyword research and classification, on-page and off-page optimisation. Through practical applications and real campaign development, students will design, implement, and evaluate integrated search marketing strategies.
By the end of the course, students will be able to analyse search marketing performance, apply data-driven decision-making, and develop comprehensive digital marketing strategies aligned with organisational goals.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Describe the principles, concepts and theories of marketing through search engines.	**Kp1**
K2	Explaining the various types of marketing and technological tools used in implementing and evaluating marketing through search engines.	**Kp2**
K3	Explaining the components of the marketing through search engines and their impact on marketing management decisions and achieving organizational goals.	**Kp3**
K4	Analyzing different types of marketing through search engines and how to manage marketing using traditional and technological methods.	**Kp4**
Skills		
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	**Sp1**
S2	Employing technology in collecting and interpreting marketing data and information.	**Sp2**
S3	Using critical thinking skills to make marketing decisions and solve problems and issues of individuals, work, and society.	**Sp3**

Learning Resources

Course Textbook	• Shenoy, A., & Prabhu, A. (2016). Introducing SEO: Your quick-start guide to effective SEO practices. APress.
Supporting Websites	• https://simbound.com
Teaching Environment	■ **Classroom** ☐ **Laboratory** ■ **Learning Platform** ☐ **Other**

Meetings and Subjects Timetable

Week	Topic	Learning Method*	Task	Learning Material
1	• Course introduction	• Orientation	• Introduce the instructor • Meet students • Class ground rules • Syllabus introduction	• Syllabus
2	• Distinguish between SEM (Paid Search) and SEO (Organic Search). • Understand the search engine results page (SERP) and the search queries categories. • Describe important key terms such as the Pay-Per-Click (PPC) model and how to calculate Click-Through Rate (CTR).	• Lecture • Collaborative learning	• Read Chapter • Read Textbook • Discussions	• Chapter 1a
3	• Understand the purpose and essential elements of a successful landing page. • Overview of Google Ads and recognise various PPC ad formats, such as search, display, shopping, video and remarketing ads.	• Lecture • Collaborative learning	• Read Chapter • Read Textbook • Discussions • Quiz (10%)	• Chapter 1b
4	• Explain SEO as an investment-based methodology used to gain traffic through natural techniques rather than paid services. • Identify the historical progression of search tools from Archie (1990) to the development of Google's Page Rank algorithm. • Describe the three core functions of modern search engines: web crawling, indexing (forward and inverted), and searching (ranking). • Execute Technical SEO	• Lecture • Collaborative learning	• Read Chapter • Read Textbook • Discussions • Activity	• Chapter 2a

	Tasks: Manage backend factors such as site architecture, XML sitemap submission, HTTPS security, and mobile-first indexing.			
5	• Apply On-Page Optimisation: Optimise internal elements including title tags, meta descriptions and headings and canonical tags to prevent duplicate content issues. • Manage Off-Page Authority using external factors like social media, blogging, local citations, and high-quality inbound links. • Evaluate how page-load speed and bounce rates directly impact a website's search visibility and rankings.	• Lecture • Collaborative learning	• Read Chapter • Read Textbook • Discussions • Activity	• Chapter 2b
6	• Understand keywords as the words and phrases that bridge user intent with relevant website content to drive organic traffic. • Classify Keywords by Length, Role, Target and Search Intent.	• Lecture • Collaborative learning	• Read Chapter • Read Textbook • Discussions • Activity	• Chapter 3a
7	• Evaluate Ethical SEO Practices: Contrast White-Hat SEO (adhering to guidelines) with Black-Hat SEO (deceptive techniques). • Identify improper tactics such as Keyword Stuffing, Link Farming, Doorway Pages, and Cloaking that can lead to search engine penalties.	• Lecture • Collaborative learning	• Read Chapter • Read Textbook • Discussions	• Chapter 3b
8	**Midterm Exam (30%)** **Chapters 1, 2, 3**			
9	• Explain the concept of Social Media SEO and its role in improving organic traffic, search rankings, and online visibility. • Analyse the role of social listening and sentiment analysis in understanding	• Lecture • Collaborative Learning	• Read Chapter • Read Textbook • Discussions • Activity	• Chapter 4a

	audience behaviour and improving marketing strategies. • Design and evaluate SEO A/B split-testing experiments, distinguishing between control and variant groups. • Construct effective Google Search Ads, including optimised headlines, compelling descriptions, strong CTAs, and keyword alignment.			
10	• Assess the structure and components of Google Shopping Campaigns. • Match customer journey with ads and keywords. • Explain affiliate marketing fundamentals, including tracking mechanisms and cookie duration. • Compare mobile marketing approaches, including standalone, responsive, and adaptive web design. • Integrate SEO, social media, paid ads, and mobile optimisation into a cohesive digital marketing strategy.	• Lecture • Collaborative Learning	• Read Chapter • Read Textbook • Discussions • Quiz (10%)	• Chapter 4b
11	• Customer Journey • Landing Pages • AdWords	• Lecture • Collaborative Learning • Simbound	• Discussions • Activity • Project-based Learning	• Project-based Learning
12	• Ad Campaign	• Lecture • Collaborative Learning • Simbound	• Discussions • Activity • Project-based Learning	• Project-based Learning
13	• Email Campaign	• Lecture • Collaborative Learning • Simbound	• Discussions • Activity • Project-based Learning	• Project-based Learning

14	• Retargeting Ad • Affiliate Marketing	• Lecture • Collaborative Learning • Simbound	• Discussions • Activity • Project-based Learning	• Project-based Learning
15	• Final Exam Review	• Lecture • Collaborative learning • Simbound	• Discussions • Activity • Project-based Learning	• Project-based Learning
16	**Final Exam (40%)** **Project**			

*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

Course Contributing to Learner Skill Development

Using Technology
• Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations. • Students will use the internet search engines to capture needed data and information to perform their assignments. • Students will use the electronic email for submitting the required documents.
Communication Skills
• Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. • Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.
Application of Concept Learnt
• Students will reflect on the acquired knowledge of marketing concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning)

Assessment Methods and Grade Distribution

Assessment Methods	Grade	Assessment Time (Week No.)	Course Outcomes to be Assessed
Term Works	**% 30**	**Continuous** **Quiz 1 (10%)** **Quiz 2 (10%)** **Activity (10%)**	**K1, K2, K3, K4, S2**
Midterm Exam	**% 30**	**Week 8** Exam (%30)	**S3, K2, K3, K4**
Final Exam	**% 40**	**Week 16** Project (%40)	**S1, S2, S3, K3, K4**

Total	**%100**		

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Describe the principles, concepts and theories of marketing through search engines.	• Lecture • Collaborative learning • Project-based Learning	• In-class Activities • Quiz
K2	Explaining the various types of marketing and technological tools used in implementing and evaluating marketing through search engines.	• Lecture • Collaborative learning • Project-based Learning	• In-class Activities • Quiz • Exam
K3	Explaining the components of the marketing through search engines and their impact on marketing management decisions and achieving organizational goals.	• Lecture • Collaborative learning • Project-based Learning	• In-class Activities • Quiz • Exam
K4	Analyzing different types of marketing through search engines and how to manage marketing using traditional and technological methods.	• Lecture • Collaborative learning • Project-based Learning	• In-class Activities • Quiz • Exam
Skills			
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	• Collaborative learning • Project-based Learning	• In-class Activities • Exam
S2	Employing technology in collecting and interpreting marketing data and information.	• Collaborative learning • Project-based Learning	• In-class Activities • Exam
S3	Using critical thinking skills to make marketing decisions and solve problems and issues of individuals, work, and society.	• Collaborative learning • Project-based Learning	• In-class Activities • Exam

*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.
** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Polices

Policy	Policy Requirements
Passing Grade	• The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	• Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. • Anyone absents from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student. • Anyone absents from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam.
Attendance	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that the article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.
Academic Integrity	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment