Program	BS PR & Advertising	Course Code	PRAD-305	Credit Hours	3
Course Title	**SEO STRATEGIES AND BRAND MANAGEMENT**				

Course Introduction
This course aims to equip students with the knowledge and skills to develop effective brand strategies that leverage the power of SEO to enhance visibility, credibility, and engagement in the digital marketplace. The course provides an in-depth exploration of Search Engine Optimization (SEO) principles and their integration into brand strategies. Students will learn how to enhance brand visibility, credibility, and relevance through effective SEO practices. The course covers the fundamentals of SEO, brand positioning, content strategy, and analytics, equipping students with the knowledge and skills to develop comprehensive brand strategies that drive organic traffic and engagement.

Learning Outcomes
By the end of this course, students will:

1. Understand the principles and importance of SEO in brand building.
2. Analyze and assess brand positioning and competitive landscape.
3. Develop and implement effective SEO strategies tailored to brand objectives.
4. Create high-quality, optimized content for improved search engine visibility.
5. Utilize analytics tools to measure and optimize brand performance.

Course Content		Assignments/Readings
Week 1-2	**1. Introduction to SEO and Branding** 　1.1. Overview of SEO fundamentals 　1.2. Importance of SEO in brand strategies 　1.3. Understanding brand positioning **2. Keyword Research and Analysis** 　2.1. Techniques for keyword research 　2.2. Competitive analysis and keyword mapping 　2.3. Workshop: Conducting keyword research for brand relevance	
Week 3-4	**3. On-Page SEO Optimization** 　3.1. Optimizing website structure and navigation 　3.2. Content optimization strategies (meta tags, headings, etc.) 　3.3. Practical exercise: On-page SEO audit and optimization **4. Off-Page SEO Strategies** 　4.1. Link building and backlink analysis 　4.2. Social media optimization for SEO 　4.3. Workshop: Developing off-page SEO tactics for brand visibility	
Week 5-6	**5. Content Strategy for Brand Building** 　5.1. Developing a content strategy aligned with brand objectives 　5.2. Creating optimized content for different platforms (website, blog, social media) 　5.3. Case study analysis: Successful content strategies **6. Local SEO and Brand Visibility** 　6.1. Importance of local SEO for brick-and-mortar businesses 　6.2. Google My Business optimization	

	6.3. Workshop: Implementing local SEO tactics for brand recognition	

Week 7-8	**7. Technical SEO and Website Performance**
	   7.1. Understanding technical SEO elements (site speed, mobile-friendliness, etc.)
	   7.2. Website audit and optimization tools
	   7.3. Practical exercise: Technical SEO audit and optimization plan
	8. E-commerce SEO and Brand Sales
	   8.1. SEO strategies for e-commerce brands
	   8.2. Product page optimization and conversion rate optimization (CRO)
	   8.3. Case studies: Successful e-commerce SEO implementations	

Week 9-11	**9. Brand Positioning and Identity**
	   9.1. Defining brand identity and values
	   9.2. Developing a unique selling proposition (USP)
	   9.3. Workshop: Brand positioning exercises and discussions
	10. SEO Analytics and Performance Measurement
	   10.1. Introduction to SEO analytics tools (Google Analytics, Search Console, etc.)
	   10.2. Key performance indicators (KPIs) for measuring SEO success
	   10.3. Practical exercise: Analyzing brand performance metrics	

Week 12-14	**11. Reputation Management and Online Brand Perception**
	   11.1. Importance of online reputation management
	   11.2. Responding to reviews and managing brand sentiment
	   11.3. Workshop: Creating a Reputation Management Strategy
	12. Integrated Marketing Communications (IMC) and SEO
	   12.1. Integrating SEO with other marketing channels (PR, advertising, social media)
	   12.2. Workshop: Developing an integrated marketing communications plan	

Week 15-16	**13. Brand Crisis Management and SEO**
	   13.1. Strategies for managing brand crises online
	   13.2. SEO considerations during crisis communication
	   13.3. Case studies: Brand crisis management in the digital age
	14. Emerging Trends in SEO and Branding
	   14.1. Current trends and future directions in SEO and branding
	   14.2. Innovations in AI and machine learning for SEO
	   14.3. Final project brainstorming: Future-focused brand strategies	

Textbooks and Reading Material

1. Ahmad, U. F., Mahdee, J., & Abu Bakar, N. (2024). Search engine optimization (SEO) strategy as determinants to enhance the online brand positioning. *F1000Research, 11*, 714.
2. Clarke, A. (2016). *SEO 2016: Learn search engine optimization with smart internet marketing strategies*. Guru Publisher.
3. Nguyen, L. (2020). *Building an SEO plan for a content-based business*. Case Company: Engaio Digital.
4. Pai, S. (2017). Building a Storybrand: Clarify your message so customers will listen. *Anvesha, 10*(4), 59-60.
5. Selected articles and case studies on SEO and branding (provided by the instructor).

Additional Resources:
- Online tutorials and guides on SEO best practices
- Access to SEO tools and analytics platforms for hands-on practice
- Guest lectures by industry professionals and SEO experts

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment			
Sr. No.	**Elements**	**Weightage**	**Details**
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.