管院碩士班(含碩專班)課程大綱
MS/MA Program Syllabus

2022.05.25 修訂

系所 Department	資管所 IM	必選修 compulsory/elective	選修 Elective
課程名稱 Course title	Search Engine Marketing 搜尋引擎行銷	學分數 Credit(s)	3
學年/學期 academic year/Semester	114/2	上課地點 Classroom	管院 349
講授教師 Instructor	Lin, Sheng-Wei 林勝為	上課時間 Time	Tuesday 8, 9, 10
教師辦公室&諮詢時間 Instructor office number & office hour	管院 613, time TBD	教師聯絡資訊 Instructor Contact	Phone: 34613 Email: swlin@mis.ccu.edu.tw
助教 Teaching assistant	Chuang, Yu-Chang 莊侑昌	助教 聯絡資訊 TA contact	molei314@alum.ccu.edu.tw
先修課程 Pre-requisite courses	Students taking this course are required to complete a website-building project. Therefore, students who choose to enroll must have previously taken a web programming course and be familiar with basic HTML syntax, as this topic will not be covered in the class.		
課程目標 Course Objective	Search engines such as Google, Yahoo Bing have become part of our daily life today. Search engine optimization (SEO) plays an important role in the services of any business or government. After completing this course, students can optimize the web pages and their content to get a higher ranking. At the same time, students can also learn skills in website traffic analytics. Search engine optimization algorithms and website traffic analytics methods will be taught in the class via practical examples. Therefore, students can take on the development and optimization of website content, including optimization for specific audiences. Students can also apply the knowledge and skills learned in the class to optimize company websites in the real world.		

AACSB 學習品質保證職能素養 Assurance of Learning (AOL) Competency ***請先選填為主要或次要職能素養，再選擇對應之職能素養**		
主要職能素養 **職能素養 2：創造力與創新** **CP2:Creativity and Innovation**	**次要職能素養** **職能素養 3：研究能力** **CP3:Research Skills**	**選擇一個項目。** **選擇一個項目。**

教材 Teaching materials	
網址 Course website	
教科書/參考書 Textbooks/Reference	1. Eric Enge, Stephan Spencer, Jessie Stricchiola, The Art of SEO Mastering Search Engine Optimization, 3/e, ISBN-13: 978-1491948965, O Reilly, 2015. 2. 嚴家成,盧盟晃,何慧儀 (2023), SEO超入門, 旗標。

	3. Brian Clifton, Successful Analytics: Gain Business Insights by Managing Google Analytics, ISBN-13: 978-1910591000, Advanced Web Metrics Ltd, 2015. 4. Related paper readings (assigned in class)			
評量方式(請填百分比) Assessment	課堂參與 Participation	10%	個案討論 Case study	20%
	作業 Homework	30%	專題 Project	40%
	小考 Quiz	%	其他 1 other ( )	%
	期中考 Midterm	%	其他 2 other ( )	%
	期末考 Final	%	其他 3 other ( )	%
	報告 Presentation	%	其他 4 other ( )	%
其他說明 Other description				