Nebraska Wesleyan University

BUSAD 3350 Search Engine: Optimization and Marketing

Catalog

2025-2026

Course Description

How do you find what you're looking for on the internet? Chances are, you turn to a search engine. Companies use Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to make sure you see them first every time you turn to a search engine. By the end of this course, you'll learn how to optimize a website to show up first on a search and build search ads that will drive customers to your website. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)