

## Advanced Institute of Technology & Management

### Lesson Plan For Even Session

Class: BBA (DM) 5th SEM

Subject: SEARCH ENGINE MARKETING AND OPTIMIZATION (BBA/DIMK/502)

Session : July 2025-Dec 2025

| Unit | Lect. | Topic   | Tentative Date        | Actual Date |
|------|-------|---|-----------------------|-------------|
| 1st  | 1     | Unit,Lecture,Topic                                | Monday, 14 Jul 2025   |             |
|      | 2     | UNIT I: Introduction to SEM & SEO Basics,1,"      | Tuesday, 15 Jul 2025  |             |
|      | 3     | SEM Anatomy: Paid Search and Organic Search       | Thursday, 17 Jul 2025 |             |
|      | 4     | Content Targeting: Repeat Keywords, Meta          | Monday, 21 Jul 2025   |             |
|      | 5     | SEM Terminology: PPC, CPC, Creative, SERP,        | Tuesday, 22 Jul 2025  |             |
|      | 6     | Google Content Network and SEM Marketing Tips     | Thursday, 24 Jul 2025 |             |
|      | 7     | Introduction to Search Engine Optimization (SEO)  | Monday, 28 Jul 2025   |             |
|      | 8     | Functions and Working of Search Engines           | Tuesday, 29 Jul 2025  |             |
|      | 9     | Factors on Which Search Engines Determine         | Thursday, 31 Jul 2025 |             |
|      | 10    | Different Types of Traffic; Understanding         | Monday, 4 Aug 2025    |             |
|      | 11    | Review and Doubt Session for Unit I               | Tuesday, 5 Aug 2025   |             |
|      | 12    | Test for Unit I                                   | Thursday, 7 Aug 2025  |             |
| 2nd  | 13    | Assignment Discussion for Unit I                  | Monday, 11 Aug 2025   |             |
|      | 14    | UNIT II: Local SEO and Keyword Strategy,Local     | Tuesday, 12 Aug 2025  |             |
|      | 15    | Optimization of Google Places and Classified      | Thursday, 14 Aug 2025 |             |
|      | 16    | Using H Card, Citations, and NAP (Name, Address,  | Monday, 18 Aug 2025   |             |
|      | 17    | Primary, Secondary and Tertiary Keywords          | Tuesday, 19 Aug 2025  |             |
|      | 18    | Difference Between Keyword Stuffing and           | Thursday, 21 Aug 2025 |             |
|      | 19    | Writing Optimized Content for Articles, Blogs and | Monday, 25 Aug 2025   |             |
|      | 20    | Review and Doubt Session for Unit II              | Tuesday, 26 Aug 2025  |             |
|      | 21    | Test for Unit II                                  | Thursday, 28 Aug 2025 |             |
|      | 22    | Assignment Discussion for Unit II                 | Monday, 1 Sep 2025    |             |
|      | 23    | UNIT III: On-Page and Off-Page SEO Techniques,    | Tuesday, 2 Sep 2025   |             |
|      | 24    | Off-Page SEO: Link Building and Benefits          | Thursday, 4 Sep 2025  |             |
|      | 25    | Types of Link Building Strategies                 | Monday, 8 Sep 2025    |             |

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|-----|----|---|-----------------------|--|
|     | 26 | Monitoring SEO Process and Preparing SEO      | Tuesday, 9 Sep 2025   |  |
|     | 27 | Tools for SEO Tracking and Analysis           | Thursday, 11 Sep 2025 |  |
|     | 28 | Case Study on Successful SEO Campaigns        | Monday, 15 Sep 2025   |  |
| 3rd | 29 | Review and Doubt Session for Unit III         | Tuesday, 16 Sep 2025  |  |
|     | 30 | Test for Unit III                             | Thursday, 18 Sep 2025 |  |
|     | 31 | Assignment Discussion for Unit III            | Monday, 29 Sep 2025   |  |
|     | 32 | UNIT IV: SEM Strategy, Analysis & Digital     | Tuesday, 30 Sep 2025  |  |
|     | 33 | Analysis of the Efficiency of SEM Strategy    | Thursday, 9 Oct 2025  |  |
| 4th | 34 | Digital Promotion Tools and Techniques        | Monday, 27 Oct 2025   |  |
|     | 35 | Integration of SEO & SEM for Business Growth  | Tuesday, 28 Oct 2025  |  |
|     | 36 | Monitoring and Adjusting Campaigns            | Thursday, 30 Oct 2025 |  |
|     | 37 | Preparing Reports for SEO and SEM Performance | Monday, 3 Nov 2025    |  |
|     | 38 | Latest Trends in SEO/SEM Tools                | Thursday, 6 Nov 2025  |  |
|     | 39 | Review and Doubt Session for Unit IV          | Monday, 10 Nov 2025   |  |
|     | 40 | Test for Unit IV                              | Tuesday, 11 Nov 2025  |  |
|     | 41 | Assignment Discussion and Course Wrap-up      | Thursday, 13 Nov 2025 |  |
|     | 42 | Revision all                                  | Monday, 17 Nov 2025   |  |
|     | 43 | Revision all                                  | Tuesday, 18 Nov 2025  |  |