BAED
Business Administration and Economics Department

University of York Europe Campus
CITY College

GUEST TALK

An introduction to SEO strategy for digital presence



Tuesday, 10 December 2024

11:40am-12:20pm | MPR room (L. Sofou building)



Guest speaker:

Dr. Aleksej Heinze

Professor in Digital Marketing, Kedge Business School France

Topics:

- Working with Search Engines algorithms
- SEO and AI
- Ethics of search engine optimisation
- Keyword research

Information & Digitally Literate · Knowledgeable · Confident in Authentic Challenges

In the context of **Integrated Marketing Communications** lead by **Dr. Ana Cruz**.
Compulsory for students taking the IMC unit-marketing track.