

Unlocking the Power of Keyword Research



Tuesday, 7 November 2023

10:00-10:50am | MP Room (L. Sofou building)

Guest lecturer:

Dr. Aleksej Heinze

Associate Professor in Digital Marketing, Kedge Business School France

Why attending?

SEO is an indispensable skill for marketers. It's the key to unlocking online success, boosting visibility, and attracting valuable organic traffic. In today's digital age, mastering SEO is not just an advantage—it's a necessity to excel and stay ahead in a highly competitive industry.

- Learn from a world renowned expert.
- Practical session.



Module Leader: Dr. Ana Cruz

Compulsory for MARENG3a students

(in the context of Integrated Marketing Communications)

Available online for MA in Marketing and MA in Digital Marketing students (link to join will be sent to all with an extra email)