COURSE SYLLABUS · PLANNED PROFESSIONAL CERTIFICATE

SEO Fundamentals

Part of: Digital Marketing & Content Strategy

Credential	Planned duration	Delivery	Planned tuition
Professional Certificate	3–6 months	Hybrid: online, live virtual sessions, selected in-person activity in Washington, DC	$100 per credit-equivalent, where applicable

Learning outcome

Apply basic search-optimization techniques.

Career application

SEO specialist. Illustrative only; not a placement, salary or employment guarantee.

Academic pathway

Eligible coursework may apply toward: **Digital Marketing & Content Strategy Diploma**, under NBU's academic-progression and transfer-credit policies. Actual credit application is decided case by case.

Course schedule, readings and assessment

The instructor, weekly topics, readings, assignments and grading for this course are issued in the faculty-approved course syllabus before the course begins and published on the program page. They follow NBU's academic policies in the 2026–2027 catalog.

Support

Admissions: admissions@nationbuilderuniversity.com · Accessibility: accessibility@nationbuilderuniversity.com · Careers and internships: careers@nationbuilderuniversity.com

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