Business Administration

Course Number:	**BUAD 200**
Course Title:	**DIGITAL MARKETING**
Credits:	3
Calendar Description:	This course examines digital marketing in the 21st century, introducing the concepts, strategies, and tactics utilized in fast-paced, mobile, and globally-connected markets. Learners explore various components of a digital marketing campaign and study how to design, implement, manage, and measure such components within .
Semester and Year:	**FALL 2016**
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Elective BBA, Marketing Specialty Area
	Elective Diploma Marketing Option
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Development Date:	August, 2015
Revision Date:	

Professors

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SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study

Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicati66(an)4(056⩾50003⩾94004Cub(tu)-8(d-3(am)04Cu)-5ds)-BTrs15(s)-5(15s)-5(r)-3(up2( ))-9( )-26315spo susp(a)-9(uth)0