

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 -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 marketing strategy.
Semester and Year:	WINTER 2021
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	
Final Exam:	Yes

Evaluation Procedure

Term Work	10%
Term Quizzes	10%
Exams	50%
Project	30%
Total	100%

Notes**Term Work**

Term work includes individual and paired assignments specific to the topics under discussion. Examples may include quizzes, papers, journals, blog posts, current events, simulations and presentations.

Term Project

The term project provides a group of students (2-4, depending on class size) with the provide recommendations for the future direction or expansion of their digital campaigns.

Final Exam

Students must achieve a cumulative passing grade of 60% on the final exams, in order to pass this course.

Required Texts/Resources**Required:**

Title: eMarketing The Essential Guide to Online Marketing (6th Edition)

Publisher: The Red & Yellow Creative School of Business, Copyright © 2018

URL: https://www.redandyellow.co.za/content/uploads/2018/06/RedYellow_eMarketing_Textbook_6thEdition.pdf

Course Schedule

Date	Topic	Readings
	Monday, January 11 First Day of Classes	
	Monday, February 15 STAT	
2021	Tuesday, February 16 Friday, February 19 Reading Break	
Week of:	Friday, April 2 Monday, April 5 - STAT	
	Friday	

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 facilities

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?