

# Business Administration

Course Number: **BUAD 200**

Course Title: **DIGITAL MARKETING**

Credits: **3**

Calendar Description:



### Evaluation Procedure

Term Work	10%
Exams	60%
Project	30%
<b>Total</b>	<b>100%</b>

### 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.

#### Exams

There are two mid-term exams worth 15% each, and one final exam weighted at 30%. Students must achieve an average of 50% aggregate (all three exams) in order to pass this course

#### Intellectual Property Notice

All slides, presentations, handouts, tests, exams, and other course materials created by the instructor in this course are the intellectual property of the instructor. A student who publicly with misconduct under the Okanagan College Academic Integrity Policy and/or Code of Conduct, and may also face adverse legal consequences for infringement of intellectual property rights.

### Required Texts/Resources

#### Required:

**Title:** eMarketing The Essential Guide to Online Marketing (6<sup>th</sup> 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](https://www.redandyellow.co.za/content/uploads/2018/06/RedYellow_eMarketing_Textbook_6thEdition.pdf)

**ISBN:** 978-0-620-78058-2

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