

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. Also offered by distance education.

Semester and Year: **FALL 2022**

Prerequisite(s): BUAD 116

Corequisite(s): No

Prerequisite to: BUAD 116 or TOUR 130

Final Exam:



Professors

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Evaluation Procedure

Term Work (Individual Assignments)	10%
Exams	60%
Group 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 opportunity to analyze a company's current digital marketing strategy, and to 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

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

ISBN: 978-0-620-78058-2

Downloadable PDF (free) available in Moodle.

Links to journal articles, research, and other topical content will be posted online in Moodle.

