

# Business Administration

Course Number: **BUAD 433**

Course Title: **APPLIED SEARCH MARKETING**

Credits: **3**

Calendar Description: Students apply professional search markeo6( )TdN9kkketu etu et5rd 5DG5 657.6

**Professors**

| Name                                   | Phone number                 | Office      | Email                         |
|--|------------------------------|-------------|-------------------------------|
| <b>Robert Wright</b><br>Course Captain | <b>250-762-5445</b><br>x4602 | <b>E225</b> | <b>rwright@okanagan.bc.ca</b> |

**Learning Outcomes**

Upon completion of this course students will be able to

- x create search marketing strategies and tactics based on specific client requirements.
- x execute a targeted search marketing strategy based on current best practices for an organization.
- x apply professional search marketing methods and tools to evaluate search marketing tactics.
- x implement ongoing improvements to a client's search marketing campaign.
- x defend search marketing campaign results in a presentation to the client.

**Course Objectives**

This course will cover the following content:

- x See weekly schedule

**Evaluation Procedure**

|  |      |
|--|------|
| Client Proposal                                  | 15%  |
| Assignments and Participation                    | 15%  |
| Success-Metrics Improvement (Proposal Execution) | 40%  |
| Presentation and Defense of Campaign Results     | 15%  |
| Client, Peer, Instructor Reviews                 | 15%  |
| Total  | 100% |

**Required Texts/Resources**

Course Schedule (Subject to Change )

| Date            |    | Topic   |
|-----------------|----|---|
| 2023<br>Week of |    | Wednesday September 6, First day of class<br>Friday September 15, Last day to register for Fall 2023<br>Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no classes)<br>Friday October 27, Last day to withdraw from class without academic penalty<br>Thursday December 7, Last day of class |
| Sep             | 3  | Course Introduction<br>Team Selection   |
|                 | 10 | Client Selection & Meeting  |
|                 | 17 | Strategy Design<br>Search Marketing Tool Review   |
|                 | 24 | Tactics Development<br>Metrics Planning<br>Client Proposal  |
| Oct             | 1  | Baseline Metrics<br>Begin Proposal Execution  |
|                 | 8  | Analytics Monitoring and Tactics Revision   |
|                 | 15 | Analytics Monitoring and Tactics Revision   |
|                 | 22 | Analytics Monitoring and Tactics Revision   |

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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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**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. 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?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.