

# 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%
<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.

**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 (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)

**Course Schedule**

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

## **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?**

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?**