

Business Administration

Course Number: **BUAD 200**

Course Title: **DIGITAL MARKETING**

Credits: **3**

Calendar Description:

Evaluation Procedure

Term Work	10%
Exams	60%
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.

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 (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.

