

# Business Administration

Course Number:	<b>BUAD 200</b>
Course Title:	<b>DIGITAL MARKETING</b>
Credits:	3
Calendar Description:	This course examines digital marketing in the 21st century, introducing the concepts, strategies, and tactics utilized in today's fast-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 an organization's integrated marketing strategy. Also offered by distance education.
Semester and Year:	<b>WINTER 2024</b>
Prerequisite(s):	BUAD 116 or TOUR 130
Corequisite(s):	No
Prerequisite to:	BUAD 333, BUAD 334, & BUAD 335
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Elective – BBA, Marketing Specialty Area Elective – Diploma Marketing Option
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	N/A
Originally Developed:	August 2015
EDCO Approval:	March 2017

Chair's Approval:

**Professors**

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**Learning Outcomes**

Upon completion of this course students will be able to

- explain the role of digital marketing in relation to an organization's integrated marketing, communications, and research strategy.
- describe the tools, technologies, and components required to implement, manage, monitor, and evaluate a digital marketing campaign.
- describe the possible metrics useful in evaluating the success and return on investment (ROI) of a specific campaign component.
- design various digital marketing components tailored to targeted audiences and aligned with an organization's corporate and marketing objectives.
- evaluate various digital marketing components.
- prepare a digital marketing review and assessment for a small- to medium-sized organization

**Evaluation Procedure**

Term Work (Individual Assignments)	10%
Exams	60%
Group 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 st.3 (z)-BDC 72 f72.48 662.16 274.w(T)-21.63T,ndioupnclasksiz pr wit ar

Course Schedule

Date	Topic	Readings	Key Dates
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**2024, Week  
Starting on:**

First day of class : Monday January 8th  
Statutory Holiday (no classes): Monday February 19th

## **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 wh