



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 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.
Semester and Year:	WINTER 2021
Prerequisite(s):	BUAD 116
Corequisite(s):	No
Prerequisite to:	
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Elective – BBA, Marketing Specialty Area Elective – Diploma Marketing Option
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	August 2015
EDCO Approval:	
Chair's Approval:	

Professors

Name	Phone number	Office	Email
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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, complete with recommendations.

Course Objectives

This course will cover the following content:

- Websites and landing pages
- Inbound content marketing campaigns
- Database and email marketing campaigns
- Social media marketing campaigns
- Online reputation management and Web-based public relations
- Search marketing campaigns, including SEO and SEM
- Online advertising, PPC, and affiliate marketing campaigns
- Mobile strategies, including mCommerce and app development

Please also refer to the Course Schedule and Moodle for weekly topics.

Evaluation Procedure

Term Work	10%
Term Quizzes	10%
Exams	50%
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 review and assess an existing company's digital marketing efforts, and to 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 (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.

Course Schedule

Date		Topic	Readings
2021 Week of:		Monday, January 11 – First Day of Classes Monday, February 15 – STAT Tuesday, February 16 – Friday, February 19 – Reading Break Friday, April 2 – Monday, April 5 - STAT Friday, April 16 – Last Day of Regular Classes	
1	Jan 11	Understanding the Internet, Strategy and Context	Ch 22 Ch 1
2	18	Understanding Consumer Behaviour (<i>Customer Journey</i>) Data-Driven Decision Making	Ch 2 Ch 3
3	25	Market Research User Experience (UX) Design <i>Team Charter due</i>	Ch 4 Ch 5
4	Feb 1	Web Development and Design Mobile Channels & Apps	Ch 6 Ch 7
5	8	<i>Team Project Worksheet 1 due</i> Exam 1 Search Engine Optimization (SEO)	Ch 8
6	15	Monday, Feb 15 Statutory Holiday Tuesday Feb 16 – 19 Reading Week	
7	22	Digital Copywriting E-Commerce	Ch 9 Ch 10
8	Mar 1	Search Advertising Online Advertising	Ch 11 Ch 12
9	8	Social Media Advertising Customer Relationship Management <i>Team Project Worksheet 2 due</i>	Ch 13 Ch 14
10	15	Exam 2 Content Marketing Strategies	Ch 15
11	22	Social media Platforms Digital Ethics & Social Media Strategy	Ch 16 Ch 17
12	29	Direct Marketing: Email & Mobile Video Marketing <i>Team Project Worksheet 3 due</i>	Ch 18 Ch 19
13	APR 5 STAT	Conversion Optimization Data Analytics	Ch 20
14	12	Exam 3 <i>Team Project Final Paper due</i>	Ch 21

SKILLS ACROSS THE BUSINESS CURRICULUM

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

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.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7th edition (2019). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.