



# Business Administration

Course Number:	<b>BUAD 433</b>
Course Title:	<b>APPLIED SEARCH MARKETING</b>
Credits:	3
Calendar Description:	Students apply professional search marketing techniques to the online presence of selected client organizations in order to improve the effectiveness of the clients' marketing campaigns.
Semester and Year:	<b>FALL 2021</b>
Prerequisite(s):	BUAD 333, 335 Students must also be admitted to a BBA program with fourth-year standing or Admission to a Business Post-Baccalaureate Diploma. Additional prerequisites may be required based on the topic.
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	Elective for BBA
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	With different topics this course may be taken more than once for credit
Originally Developed:	December 2017
EDCO Approval:	June 2017

Chair's Approval:

A handwritten signature in black ink, appearing to read "Hempel".

**Professors**

<b>Name</b>	<b>Phone number</b>	<b>Office</b>	<b>Email</b>
<i>Robert Wright</i> <b>Course Captain</b>	<b>250-869-2373</b>	<b>Online Only</b>	<b>rwright@okanagan.bc.ca</b>

**Learning Outcomes**

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> <li>• create search marketing strategies and tactics based on specific client requirements.</li> <li>• execute a targeted search marketing strategy based on current best practices for an organization.</li> <li>• apply professional search marketing methods and tools to evaluate search marketing tactics.</li> <li>• implement ongoing improvements to a client’s search marketing campaign.</li> <li>• defend search marketing campaign results in a presentation to the client.</li> </ul>
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**Course Objectives**

<p>This course will cover the following content:</p> <ul style="list-style-type: none"> <li>• See weekly schedule</li> </ul>
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**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**

Students should anticipate an expense of \$185 USD for paid search ad and/or tool costs.
Relevant reading assignments from leading industry resources will be provided by the Instructor during the course.
No textbook is required for this course.
Note that any automated course total and/or average grades shown by Moodle may be inaccurate, due to offline assignments/marking and Moodle’s calculation method. Final grades are posted by the instructor.
Access to Internet and Office Productivity Software Applications (e.g. Microsoft Office)

**Course Schedule (Subject to Change)**

Date		Topic
2021 Week of:		Classes Start: Wednesday, September 8 STAT Thursday, September 30 STAT Monday, October 11 STAT Thursday, November 11 & 12 Last day of regularly scheduled Classes: Monday, December 6
Sep	6	Course Introduction Team Selection
	13	Client Selection & Meeting
	20	Strategy Design Search Marketing Tool Review
	27	Tactics Development Success Metrics Planning Client Proposal
Oct	4	Baseline Metrics Begin Proposal Execution
	11	Analytics Monitoring and Tactics Revision
	18	Analytics Monitoring and Tactics Revision
	25	Analytics Monitoring and Tactics Revision
Nov	1	Analytics Monitoring and Tactics Revision
	8	Analytics Monitoring and Tactics Revision
	15	Analytics Monitoring and Tactics Revision
	22	Complete Proposal Execution
	29	Results Compilation & Analysis Draft Presentations
Dec	6	Client Presentations Client, Peer, Mentor Reviews
	8 - 18	FINAL EXAM PERIOD (No Final Exam in this Course)

## **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.

### **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](http://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, 6<sup>th</sup> edition (2009)). 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.