

Business Administration

Course Number: **BUAD 433**

Course Title: **APPLIED SEARCH MARKETING**

Credits:

Students apply professional search marketing techniques to the Calendar Description:

online presence of selected client organizations in order to

improve

Semester and Year: **FALL 2020**

BUAD 333, 335

Admission to a BBA program and fourth-year standing

Prerequisite(s):

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

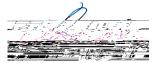
Transfer Credit:

With different topics this course may be taken more than once for Special Notes:

credit

Originally Developed: December 2017

EDCO Approval: June 2017



Course Schedule (Subject to Change)

2020 Week of:		Wednesday, September 9 First Day of Classes Monday, October 12 Statutory Holiday Wednesday, November 11 Statutory Holiday				
Sep	6	Course Introduction Team Assignment				
	13	Client Selection				
	20	Search Marketing Tool Review Strategy Design				
	27	Tactics Development Success Metrics Development Client Proposal				
Oct	4	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 Results Compilation & Analysis				
	29	Draft Presentations				
Dec	6	Client Presentations				
	9 - 19	FINAL EXAM PERIOD (No Final Exam in this Course)				

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