

Business Administration

Course Number:	BUAD 438
Course Title:	SELECTED TOPICS: Marketing – APPLIED SEARCH MARKETING
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:	FALL 2019
Prerequisite(s):	BUAD 333, 335 Admission to a BBA program and 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:	
Special Notes:	With different topics this course may be taken more than once for credit
Originally Developed:	December 2017

Professors

<i>Robert Wright</i> <i>Course Captain</i>	250-762-5445 ext. 4602	K: E225	rwright@okanagan.bc.ca
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Learning Outcomes

Upon completion of this course students will be able to

- create search marketing strategies and tactics based on specific client requirements.
- execute a targeted search marketing strategy based on current best practices for an organization.
- apply professional search marketing methods and tools to evaluate search marketing tactics.
- implement ongoing improvements to a client's search marketing campaign.
- defend search marketing campaign results in a presentation to the client.

Course Schedule (*Subject to Change*)

2019 Week of:		

