

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 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 strategy. Also offered by distance education.

Semester and Year: **WINTER 2022**

Prerequisite(s): BUAD 116

Corequisite(s): No

Prerequisite to: BUAD 116 or TOUR 130

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

A handwritten signature in black ink, appearing to be 'J. P. ...', is written over a date '1/1/2017'. The signature and date are written over a faint, horizontal line.

Professors

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| | | | |
| Christy Tu | By appointment | Kelowna | ctu@okanagan.bc.ca |

Learning Outcomes

Course Schedule

| Date | | | Topic | Readings |
|-----------------|------|----|---|---|
| 2022 | | | Monday, January 10 - Classes Start | |
| Week of: | Week | | Monday, February 21 - Statutory Holiday (no classes) | |
| | | | Tuesday, February 22 | Friday, February 25 Mid-semester study break (no classes) |
| | | | Thursday, April 14 | Last Day of Regular Classes |
| | | | Friday, April 15 | Monday, April 18 Statutory Holidays |
| Jan | 10 | 1 | Introduction Marketing Review | |
| | 17 | 2 | Understanding the Internet, Strategy and Context | Ch 22 Ch 1 |
| | 24 | 3 | Understanding Consumer Behaviour (<i>Customer Journey</i>) Data-Driven Decision Making <i>Team Charter due Jan 28</i> | Ch 2 Ch 3 |
| | 31 | 4 | Market Research User Experience (UX) Design | Ch 4 Ch 5 |
| Feb | 7 | 5 | Web Development and Design Mobile Channels & Apps <i>Team Project Worksheet 1 due Feb. 11</i> | Ch 6 Ch 7 |
| | 14 | 6 | Exam 1 (Feb 14) Search Engine Optimization (SEO) | Ch 8 |
| | 21 | 7 | Reading Week (no classes) | |
| | 28 | 8 | Digital Copywriting E-Commerce | Ch 9 Ch 10 |
| Mar | 7 | 9 | Search Advertising Online Advertising Affiliate <i>Team Project Worksheet 2 due Mar 11.</i> | Ch 11 Ch 12 |
| | 14 | 10 | Social Media Advertising Customer Relationship Management | Ch 13 |

The Okanagan