

# 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 -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 marketing strategy. Also offered by distance education.

Semester and Year: **FALL 2022**

Prerequisite(s): BUAD 116

Corequisite(s): No

Prerequisite to: BUAD 116 or TOUR 130

Final Exam:



**Professors**

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### Evaluation Procedure

Term Work (Individual Assignments)	10%
Exams	60%
Group Project	30%
<b>Total</b>	<b>100%</b>

### 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 analyze a company's current digital marketing strategy, and to provide recommendations for the future direction or expansion of their digital campaigns.

#### Exams

There are two mid-term exams worth 15% each, and one final exam weighted at 30%.

**Students must achieve an average of 50% aggregate (all three exams) in order to pass this course**

### Required Texts/Resources

#### Required:

**Title:** eMarketing The Essential Guide to Online Marketing (6<sup>th</sup> 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](https://www.redandyellow.co.za/content/uploads/2018/06/RedYellow_eMarketing_Textbook_6thEdition.pdf)

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