

# Business Administration

Course Number:	<b>BUAD 333</b>
Course Title:	<b>SEARCH MARKETING</b>
Credits:	<b>3</b>



**Required Texts/Resources**

Digital Marketing Essentials, Mimic Pro Simulation (Stukent online resources) NOTE: Instructor will provide a link in Moodle to purchase these course materials directly from Stukent (Approximately \$120 USD.) **A credit card or PayPal account will be needed to make the purchase. Please note that this resource is an integral part of the course. Please do not take this class if you are not prepared to purchase the resources.**

Additional relevant reading/viewing assignments from leading industry resources may be provided by the Instructor during the course.



## **SKILLS ACROSS THE BUSINESS CURRICULUM**

---

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral