

# Business Administration

Course Number:	<b>BUAD 438</b>
Course Title:	<b>SELECTED TOPICS: Marketing – APPLIED SEARCH MARKETING</b>
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:	<b>FALL 2019</b>
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**

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**Learning Outcomes**

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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.
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Course Schedule (*Subject to Change*)

2019 Week of:		

