

Business Administration

Course Number: **BUAD 200**

Course Title: **DIGITAL MARKETING**

Credits: **3**

Calendar Description:

Evaluation Procedure

| | |
|--------------|-------------|
| Term Work | 10% |
| Exams | 60% |
| Project | 30% |
| Total | 100% |

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 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

