

# 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. Smith", is written over a date stamp that reads "1/1/2017". The signature is written in a cursive style.

**Professors**

<b>Christy Tu</b>	<b>By appointment</b>	<b>Kelowna</b>	<b>ctu@okanagan.bc.ca</b>

**Learning Outcomes**



## Course Schedule

Date			Topic	Readings
<b>2022</b>			Monday, January 10 - Classes Start	
<b>Week of:</b>	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	
<b>Jan</b>	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
<b>Feb</b>	7	5	Web Development and Design Mobile Channels & Apps <i>Team Project Worksheet 1 due Feb. 11</i>	Ch 6 Ch 7
	14	6	<b>Exam 1 (Feb 14)</b> Search Engine Optimization (SEO)	Ch 8
	21	7	<b>Reading Week (no classes)</b>	
	28	8	Digital Copywriting E-Commerce	Ch 9 Ch 10
<b>Mar</b>	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

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