

# Business Administration

Course Number:	<b>BUAD 200</b>
Course Title:	<b>DIGITAL MARKETING</b>
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:	<b>FALL 2022</b>
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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