





**Evaluation Procedure**

Term Work	20%
Exams	50%
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

**Course Schedule: Subject to Change.**

Date		Topic	Readings
<b>2020</b> <b>Week of:</b>		Wednesday September 9 - Classes Start	<i>Chapter Quizzes are due before class. Additional readings may be assigned on Moodle.</i>
		Monday October 12 – Stat Holiday (no classes)	
		Wednesday November 11 – Stat Holiday (no classes)	
		Monday December 7 - Last Day of Regular Classes	
<b>1</b>	Sept. 7	Understanding the Internet, Strategy and Context	Ch 22 Ch 1
<b>2</b>	Sept. 14	Understanding Consumer Behaviour ( <i>Customer Journey</i> ) Data-Driven Decision Making	Ch 2 Ch 3
<b>3</b>	Sept. 21	Market Research Exam 1 (Ch 1-4, Ch 22)	Ch 4
<b>4</b>	Sept. 28	User Experience (UX) Design Web Development and Design <i>Team Charter due</i>	Ch 5 Ch 6
<b>5</b>	Oct. 5	Mobile Channels & Apps Exam 2 (Ch 5-7) <i>Team Project Worksheet 1 du</i>	Ch 7
<b>6</b>	Oct. 12	Search Engine Optimization (SEO) Digital Copywriting	Ch 8 Ch 9
<b>7</b>	Oct. 19	E-Commerce Search Advertising <i>Team Project Worksheet 2 due</i>	Ch 10 Ch 11
<b>8</b>	Oct. 26	Exam 3 (Ch 8-11) Online Advertising Affiliate	Ch 12
<b>9</b>	Nov. 2	Social Media Advertising Customer Relationship Management	Ch 13 Ch 14
<b>10</b>	Nov. 9	Content Marketing Strategies Exam 4 (Ch 12-15) <i>Team Project Worksheet 3 due</i>	Ch 15
<b>11</b>	Nov. 16	Social media Platforms Digital Ethics & Social Media Strategy	Ch 16 Ch 17
<b>12</b>	Nov. 23	Direct Marketing: Email & Mobile Video Marketing	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying