

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 "1/1/2017". The signature is written in a cursive style.

Professors

Christy Tu	By appointment	Kelowna	ctu@okanagan.bc.ca
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Learning Outcomes

Upon completion of this course students will be able to

- explain communications, and research strategy.
- describe the tools, technologies, and components required to implement, manage, monitor, and evaluate a digital marketing campaign.
- describe the possible metrics useful in evaluating the success and return on investment (ROI) of a specific campaign component.
- design various digital marketing components tailored to targeted audiences and aligned with an organization's marketing objectives.
- evaluate various digital marketing components.
- prepare a digital marketing review and assessment for a small- to medium-sized organization, complete with recommendations.

Course Objectives

This course will cover the following content:

- Websites and landing pages
- Inbound content marketing campaigns
- Database and email marketing campaigns
- Social media marketing campaigns
- Online reputation management and Web-based public relations
- Search marketing campaigns, including SEO and SEM

Course Schedule

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

The Okanagan