

COURSE CODE: BUAD 333

COURSE TITLE: Search Marketing

Calendar Description

This course provides a framework for understanding the forces driving a competitive search marketing strategy. From this foundation, students will investigate current search marketing tools and techniques and learn how to use them to develop an effective on-line presence (also offered by Distance Education).

Prerequisite(s): BUAD 128, BUAD 200 and minimum third-year standing

Co-requisite(s): None

Prerequisite For: None

Substitutable Courses: None

Graduation Requirement: BBA, Marketing Specialty - Elective

Transfer Credit: CIB

Special Notes: None

Credits: 3

Hours per Week: 3

Originally Developed: September 2003

EDCO Approval: May 2017

CHAIR'S APPROVAL:



Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Describe** key search marketing terms and related concepts.
 - 2 **Develop** a comprehensive search marketing campaign proposal for a business or non-profit organization.
 - 3 **Demonstrate** the use of search marketing tools and tactics for marketing, sales and customer relations.
 - 4 **Analyze** competitive search marketing campaigns and recommend strategies and tactics to improve performance.

Course Objectives

- Objectives This course will cover the following content:
*See weekly course schedule below

Professors

Name	Phone Number	Office	Email
Rishi Bhardwaj (Course Captain)	ext. 4988	b135	rbhardwaj@okanagan.bc.ca

Evaluation Procedure

Term Project	15 %
Simulation	20 %
Certifications, and Class Participation	10 %
Chapter quizzes	5 %
Midterm Exam	20 %
Final Exam	30 %
Total	100 %

Generative AI tools are permitted

Students are permitted to use artificial intelligence tools, including generative AI tools such as ChatGPT or Bing Chat, to gather information, review concepts, or help produce assignments. However, students are ultimately accountable for the work they submit, and any content generated or supported by an artificial intelligence tool must be cited appropriately (see [How to cite ChatGPT \(apa.org\)](#)). The use of AI tools is not permitted during midterm exams and final exams in this course.

Required Materials

SEO: Strategy and Skills, SEO Simternship (Stukent online resources) NOTE: Instructor will provide a link in Moodle to purchase these course materials directly from Student (Approximately \$100 USD.) **A credit card or PayPal account will be needed to make the purchase. Please note that this resource is an integral part of the course. Please do not take this class if you are not prepared to purchase the materials.**

Additional relevant reading/viewing assignments from leading industry resources may be provided by the instructor during the course.

Notes

The exams in this class are Internet-based (via Moodle). Quizzes are taken in the Stukent platform. In the event of Internet or computer system failure, make-up exams may be scheduled, or the professor may proportionately re-allocate the related marks to the other categories.

Note that any automated course total and/or average grades shown by Moodle may be inaccurate, due to offline assignments/marking and Moodle calculation limitations. Final grades are posted by the instructor.

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2024 Week of:		Wednesday, September 4th, First day of class Friday, September 13th, Last day to register for Fall 2024 Monday, September 30th, Statutory Holiday (no classes) Monday, October 14th, Statutory Holiday (no classes) Friday, October 25th, Last day to withdraw from class without academic penalty Monday, November 11th, Statutory Holiday (no classes) Friday, December 6th, Last day of class Tuesday, December 10th – Friday, December 20th, Final Exam Period	Chapter(s):
Sep	2	Course Overview and Expectations	
	9	An Overview of Search Searcher Behaviour	Ch 1 Ch 2
	16	Search Engines Google Fundamentals (SkillShop) Certification <i>SEO Simternship (Round 1)</i>	Ch 3
	23	Performance Indicators Technical SEO <i>SEO Simternship (Round 2)</i>	Ch 4 Ch 5
	30	User Experience Keyword Research <i>SEO Simternship (Round 3)</i>	Ch 6 Ch 7
Oct	7	Mid-Term Exam Google Analytics Certification <i>SEO Simternship (Round 4)</i>	
	14	Site Structure and Keyword Mapping <i>SEO Simternship (Round 5)</i>	Ch 8
	21	Content Optimization <i>SEO Simternship (Round 6)</i>	Ch 9
	28	Off- Page SEO <i>SEO Simternship (Round 7)</i>	Ch 10
Nov	4	Link Building <i>SEO Simternship (Round 8)</i>	Ch 11
	11	Holistic SEO Strategy	Ch 12

		Local SEO <i>SEO Simternship (Round 9)</i> <i>Term Project</i>	Ch 13
	18	YouTube SEO SEMrush Toolkit Certification <i>Term Project</i>	Ch 14
	25	Future of Search <i>Term Project</i>	Ch 15
Dec	2	Final Exam Prep <i>Term Project</i>	
	10-20	FINAL EXAM PERIOD	

Skills Across the Business Curriculum

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

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties 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?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the 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 information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.