

COURSE CODE: BUAD 200

COURSE TITLE: Digital Marketing

Calendar Description

This course examines digital marketing in the 21st century, introducing the concepts, strategies, and tactics utilized in today's 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 an organization's integrated marketing strategy (also offered by Distance Education).

Prerequisite(s): BUAD 116 or TOUR 130

Co-requisite(s): None

Prerequisite For: BUAD 333, 335, 336

Substitutable Courses: None

Graduation Requirement: Elective - BBA, Marketing Specialty Area, Elective - Diploma Marketing Option

Transfer Credit: None

Special Notes: N/A

Credits: 3

Hours per Week: 3

Originally Developed: August 2015

EDCO Approval: March 2017

CHAIR'S APPROVAL: *A Fontenda*

Learning Outcomes

Outcome	Upon completion of this course students will be able to:
1	Explain the role of digital marketing in relation to an organization's integrated marketing, communications, and research strategy.
2	Describe the tools, technologies, and components required to implement, manage, monitor, and evaluate a digital marketing campaign.
3	Describe the possible metrics useful in evaluating the success and return on investment (ROI) of a specific campaign component.
4	Design various digital marketing components tailored to targeted audiences and aligned with an organization's corporate and marketing objectives.
5	Evaluate various digital marketing components.
6	Prepare a digital marketing review and assessment for a small- to medium-sized organization, complete with recommendations.

Course Objectives

Objectives	This course will cover the following content:
1	Websites and landing pages
2	Inbound content marketing campaigns
3	Database and email marketing campaigns
4	Social media marketing campaigns
5	Online reputation management and Web-based public relations
6	Search marketing campaigns, including SEO and SEM
7	Online advertising, PPC, and affiliate marketing campaigns
8	Mobile strategies, including eCommerce and app development

Please also refer to the Course Schedule and Moodle for weekly topics.

Professors

Course	Name	Office	E-mail
BUAD 200	Edward Pye	B135	epye@okanagan.bc.ca

Evaluation Procedure

TERM ASSIGNMENTS – 30%

Chapter Quizzes	10 %
AS01 – Site Audit	10%
AS02 – Digital Marketing Strategy Plan	10%

SIMULATION - 20%

Simulation (Group Work)	15%
Simulation Reflection	5%

EXAMS – 50%

Mid-Term 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

- Title: eMarketing – Digital Marketing Essentials
- Publisher: Stukent
- Simulation: Digital Marketing Simternship & Certification
- URL: <https://join.stukent.com/join/3DE-6B7>
- Cost: Instructor will provide a link in Moodle to purchase these course materials directly from Student (Approximately \$100 USD.) 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.

Links to journal articles, research, and other topical content will be posted online in Moodle.

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, web page design, and presentations.

Simulation

Student's Digital Marketing Simternship™ will take students through the role of a digital marketing intern in a company where they will manage thousands of dollars in ad budget. Students get practice building ads, analyzing KPIs, optimizing landing pages, targeting key audiences, and more. The students have to do the simulation individually.

Exams

There is one mid-term exam worth 20%, and one cumulative final exam weighted at 30%. Students must achieve an average of 50% aggregate (both exams together) to pass this course.

Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Chapter
1	7/7	Course Introduction Digital Marketing Foundations	Ch 1
2	7/9	Analytics Digital Target Markets / User Personas	Ch 3
3	7/14	Digital Strategies	Ch 13
4	7/16	Web Design - Desktop, Mobile, UX	Ch 2
5	7/21	SEO (Off-Site and On-Site)	Ch 4 / 5
6	7/23	Mid-Term Exam (Ch 1-5,13)	
7	7/28	Paid Search Marketing <i>Simulation - Introduction to Search Ads</i>	Ch 6
8	7/30	Display Advertising <i>Simulation - Search Ad Practice</i>	Ch 7
9	8/4	Email Marketing <i>Simulation - Search Ad Optimization</i>	Ch 8
10	8/6	Social Media Marketing - Content Creation <i>Simulation - Introduction to Display Ads</i>	Ch 9 / 10
11	8/11	Online Reputation Management <i>Simulation - Display Ads and Remarketing</i>	Ch 11
12	8/13	Mobile Marketing <i>Simulation - Optimize Display Ad Campaigns</i>	Ch 12
13	8/17	Final Exam (Ch 6-12)	

Important Dates

- Mon, Jul 6 – Session II Summer Classes begin
- Fri, Jul 10 – Last day to register for session II course and receive a refund for course drop
- Fri Jul 31 – Last day to withdraw from a session II course without academic penalty
- Mon, Aug 3 – Statutory Holiday (no classes)
- Mon, Aug 17 – Last day of regularly scheduled classes for Session II

Skills Across the Business Curriculum

The Hall School of Business and Entrepreneurship 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

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.

Academic Honesty: Students have a responsibility to read the [OC Academic Integrity Policy](#).

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 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 Hall School of Business and Entrepreneurship 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 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 Hall School of Business and Entrepreneurship does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Hall School of Business and Entrepreneurship 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 Hall School of Business and Entrepreneurship 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.

Last Updated: April 7, 2025 (New Academic Integrity Policy Link)