




# Business Administration

Course Number:	<b>BUAD 333</b>
Course Title:	<b>SEARCH MARKETING</b>
Credits:	3
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 ( <i>also offered by Distance Education</i> ).
Semester and Year:	<b>Fall 2017</b>
Prerequisite(s):	BUAD 128, BUAD 200 and minimum third-year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty – Elective
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	
Originally Developed:	September 2003
EDCO Approval:	May 2017
Chair's Approval:	

**Professors**

Name	Phone	Office	Email
<b>Robert Wright</b> <i>Course Captain</i>	250-762-5445 x4602	K: E225	rwright@okanagan.bc.ca

**Learning Outcomes**

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> <li>• Describe key search marketing terms and related concepts.</li> <li>• Develop a comprehensive search marketing campaign proposal for a business or non-profit organization.</li> <li>• Demonstrate the use of search marketing tools and tactics for marketing, sales and customer relations.</li> <li>• Analyze competitive search marketing campaigns and recommend strategies and tactics to improve performance.</li> </ul>
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**Course Objectives**

<p>This course will cover the following content: *See weekly Course Schedule.</p>
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**Evaluation Procedure**

Term Project	25%
Assignments and Class Participation	20%
Mid-term Exam	25%
Final Exam	30%
Total	100%

**Notes**

<p>The exams in this class are Internet-based (via Moodle). 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.</p>
<p>Note that any automated course total and/or average grades shown by Moodle may be inaccurate, due to offline assignments/marking and Moodle’s calculation method. Final grades are posted by the instructor.</p>
<p>Typically (with some exceptions), lectures will be on the first class session (or first part of class) of the week, and lab (practical) sessions will be on the second class session (or second part of class). Assignments and updates will be given in class.</p>
<p>Students who have taken BUAD 333 Internet Marketing cannot take BUAD 333 Search Marketing for further credit.</p>

**Required Texts/Resources**

Digital Marketing Essentials, Mimic Pro Simulation (Stukent online resources) NOTE: Instructor will provide a link in Moodle to purchase these course materials directly from Stukent (Approximately \$100 USD.) **A credit card or PayPal account will be needed to make the purchase.**

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

Course Schedule (*Subject to Change*)

Date		Topic
Week of:		Tuesday Sept 5 College-wide Orientation Day Wednesday Sept 6 Classes Begin Monday Oct 9 Thanksgiving Day – <i>no classes</i> Monday Nov 13 Statutory Holiday for Remembrance Day – <i>no classes</i> Tuesday Dec 5 Last Day of Regularly-scheduled Classes
Sep	3-9	(First class on Wednesday) Introductions, Class Overview Search Marketing Introduction
	10-16	Organic Search and Keyword Planning Google Digital Garage Certification
	17-23	Web Design & Landing Pages
	24-30	Digital Analytics Google Analytics Certification
Oct	1-7	Paid Search Mimic Pro Round 1
	8-14	(No class on Monday) Midterm on Wednesday
	15-21	Email & Lead Generation Mimic Pro Rounds 2, 3
	22-28	Social Media Development
Oct Nov	29 – 4	Search Marketing Audits & Corrective Action Mimic Pro Rounds 4, 5
	5-11	Case Study Mimic Pro Rounds 6, 7
	12-18	(No class on Monday) Mimic Pro Competition (Round 8)
	19-25	Term Project
Nov Dec	26 – 2	Term Project Presentations
	3-9	Final Exam Prep.
	7-18	Final Exam Period

## **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?**

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](http://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, 6<sup>th</sup> 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.