




Business Administration

Course Number:	BUAD 333
Course Title:	SEARCH MARKETING
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:	FALL 2023
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:	CIB
Special Notes:	
Originally Developed:	September 2003
EDCO Approval:	May 2017
Chair's Approval:	

Professors

Name	Phone	Office	Email
Diego Pineda <i>Course Captain</i>		V: C328	dpineda@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- Describe key search marketing terms and related concepts.
- Develop a comprehensive search marketing campaign proposal for a business or non-profit organization.
- Demonstrate the use of search marketing tools and tactics for marketing, sales and customer relations.
- Analyze competitive search marketing campaigns and recommend strategies and tactics to improve performance.

Course Objectives

This course will cover the following content:

*See weekly Course Schedule.

Evaluation Procedure

Term Project	25%
Certifications, Simulation, and Class Participation	15%
Chapter quizzes	5%
Mid-term Exam	25%
Final Exam	30%
Total	100%

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.

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 \$129 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.

Course Schedule

Date		Topic	Textbook
2023 Week of		Wednesday September 6, First day of class Friday September 15, Last day to register for Fall 2023 Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13, Statutory Holiday (no classes) Friday October 27, Last day to withdraw from class without academic penalty Thursday December 7, Last day of class	Chapter(s):
Sep	4	(First class on Wednesday) Introductions, Course Overview Search Marketing Introduction	1
	11	Organic Search and Keyword Planning HubSpot SEO Certification	4, 5
	18	Web Design & Landing Pages	2
	25	Digital Analytics Google Analytics Certification Analytics Lab	3
Oct	2	Paid Search Mimic Pro Rounds 1,2	6, 7
	9	Midterm Mimic Pro Rounds 3,4	
	16	Email & Lead Generation Mimic Pro Rounds 5,6	8
	23	Social Media Development Mimic Pro Rounds 7,8	9, 10
	30	Search Marketing Audits & Corrective Action	
Nov	6	Case Studies Mimic Pro Rounds 9,10	
	13	Mimic Pro Final Round Review Term Project	
	20	Term Project	
	27	Final Exam Prep.	
Dec	4	Final Exam Prep.	
	11-20	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 Academic Integrity Policy outlined in the OC calendar, which is available online [OC Academic Integrity Policy](#). 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, 7th edition (2019). 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.