

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 (*also offered by Distance Education*).

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 \$1

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