

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).

Semester and Year: FALL 2022

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

Chai q App o al:

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 \$120 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 (Subject to Change)

| Date | | Topic |
|------------------|------|---|
| 2022 Week of: | | Classes Start: Wednesday, September 7 STAT Friday, September 30 STAT Monday, October 10 STAT Friday, November 11 Last day of regularly scheduled Classes: Tuesday, December 6 |
| Sep | 4 | (First class on Wednesday) Introductions, Course Overview Search Marketing Introduction |
| | 11 | Organic Search and Keyword Planning Google Fundamentals (Digital Garage) Certification |
| | 18 | Web Design & Landing Pages Landing Page Lab |
| | 25 | Digital Analytics Google Analytics Certification Analytics Lab |
| Oct | 2 | Paid Search Mimic Pro Rounds 1,2 |
| | 9 | Midterm Mimic Pro Rounds 3,4 |
| | 16 | Email & Lead Generation Mimic Pro Rounds 5,6 |
| | 23 | Social Media Development Mimic Pro Rounds 7,8 |
| | 30 | Search Marketing Audits & Corrective Action SEMrush Toolkit Certification |
| 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. |
| Dec | 8-19 | 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?

A Okanagan College (OC), di p ion of in c ional ac i i ie incl de den ‰ond c hich in e fe e i h examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facili ie of OC+, a 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?

% Ghea ing incl de b i no limi ed o di hone o a emp ed di hone cond c d ing e o e amina ion in hich he 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 info ma ion o o he den ho a e aking he e o e amina ion.+

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?

Plagia i m i defined a %he p e en a ion of ano he pe onq o k o idea i ho p ope o comple e ackno ledgemen .+ I i he e io academic offence of ep od cing omeone el eq o k, incl ding o d , idea and media, i ho permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

% en ional plagia i m i he delibe a e p e en a ion of ano he q o k o idea a oneq o n.+In en ional 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.

% Unin en ional plagia i m i he inad e en p e en a ion of ano he q o k o idea i ho p ope ackno ledgemen