



Business Administration

Course Number:	BUAD 433
Course Title:	APPLIED SEARCH MARKETING
Credits:	3
Calendar Description:	Students apply professional search marketing techniques to the online presence of selected client organizations in order to improve
Semester and Year:	FALL 2020
Prerequisite(s):	BUAD 333, 335 Admission to a BBA program and fourth-year standing or Admission to a Business Post-Baccalaureate Diploma Additional prerequisites may be required based on the topic
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	Elective for BBA
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	With different topics this course may be taken more than once for credit
Originally Developed:	December 2017
EDCO Approval:	June 2017

Course Schedule (*Subject to Change*)

2020 Week of:		Wednesday, September 9 First Day of Classes Monday, October 12 Statutory Holiday Wednesday, November 11 Statutory Holiday
Sep	6	Course Introduction Team Assignment
	13	Client Selection
	20	Search Marketing Tool Review Strategy Design
	27	Tactics Development Success Metrics Development Client Proposal
Oct	4	Begin Proposal Execution
	11	Analytics Monitoring and Tactics Revision
	18	Analytics Monitoring and Tactics Revision
	25	Analytics Monitoring and Tactics Revision
Nov	1	Analytics Monitoring and Tactics Revision
	8	Analytics Monitoring and Tactics Revision
	15	Analytics Monitoring and Tactics Revision
	22	Complete Proposal Execution Results Compilation & Analysis
	29	Draft Presentations
Dec	6	Client Presentations
	9 - 19	FINAL EXAM PERIOD (No Final Exam in this Course)

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.
