

# **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

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### **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?

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#### What is Cheating?

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?

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