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Professors

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Evaluation Procedure

Term Work (Individual Assignments)	10%
Exams	50%
Simbound Simulation	20%
Group Project	20%
Total	**100%**

Notes

Term Work
Term work includes individual and paired assignments specific to the topics under discussion. Examples may include quizzes, papers, journals, blog posts, current events, simulations and presentations.

Term Project
The term project provides a group of students (2-4, depending on class size) with the opportunity to review and assess an existing company's digital marketing efforts, and to provide recommendations for the future direction or expansion of their digital campaigns.

Exams
There are two mid-term exams worth 10% each, and one cumulative final exam weighted at 30%. **Students must achieve an average of 50% aggregate (all three exams) in order to pass this course**

Required Texts/Resources

Required:
Title: eMarketing – The Essential Guide to Online Marketing (7th Edition)   **Publisher**: The Red & Yellow Creative School of Business, Copyright © 2022   **URL:** https://www.redandyellow.co.za/wp-content/uploads/2022/11/RY_eMarketing_ed7.pdf   **ISBN**: 978-0-6397-0780-8   **Downloadable PDF (free) available in Moodle.**   **Simbound Simulation Registration**   *Links to journal articles, research, and other topical content will be posted online in Moodle.*

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	Introduction to the course and Class Expectations Introduction to Marketing	Ch 1
	11	Importance of Customer Strategy	Ch 2 Ch 4
	18	User Experience (UX) Design Web Development and Design	Ch 6 Ch 7
	25	E-Commerce Customer Relationship Management	Ch 8 Ch 15
Oct	2	**Exam 1 (Ch 1,2,4,6,7,8,15)** Team Project Worksheet 1 due Oct 8	