

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 325		Number of Credits: 3 Course credit policy (105)																	
Course Full Title: Digital Marketing																			
Course Short Title (if title exceeds 30 characters):																			
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business																	
Calendar Description: Learn how to leverage the power of the internet to make strategic and tactical marketing decisions. This course examines the most current theories and practical techniques in the field of digital marketing, including such topics as digital display advertising, search engine marketing, e-mail marketing, web analytics, mobile marketing, and social media.																			
Prerequisites (or NONE):		45 university-level credits including BUS 120.																	
Corequisites (if applicable, or NONE):		None																	
Pre/corequisites (if applicable, or NONE):		None																	
Equivalent Courses (cannot be taken for additional credit) Former course code/number: BUS 390G Cross-listed with: Equivalent course(s): BUS 390G <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Transfer Credit Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .																	
Total Hours: 45 Typical structure of instructional hours: <table border="1"> <tr> <td>Lecture hours</td> <td>30</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td></td> </tr> <tr> <td>Laboratory hours</td> <td>15</td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total</td> <td>45</td> </tr> </table>		Lecture hours	30	Seminars/tutorials/workshops		Laboratory hours	15	Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		Total	45	Special Topics Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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Online learning activities																			
Other contact hours:																			
Total	45																		
		Maximum enrolment (for information only): 25 Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually																	
Department / Program Head or Director: Dr. Frank Ulbrich		Date approved: November 2016																	
Faculty Council approval		Date approved: December 9, 2016																	
Campus-Wide Consultation (CWC)		Date of posting: January 20, 2017																	
Dean/Associate VP: Dr. Tracy Ryder Glass		Date approved: December 9, 2016																	
Undergraduate Education Committee (UEC) approval		Date of meeting: February 24, 2017																	

Learning Outcomes

Upon successful completion of this course, students will be able to:

- LO 1. Explain how existing and emerging digital marketing platforms, technologies and techniques can be used to strengthen an organization's relationship with its customers;
- LO 2. Apply a variety of digital platforms and techniques (such as online media, search engine marketing, email marketing, social media, and mobile marketing) in real world marketing situations;
- LO 3. Demonstrate how to measure and calculate the effectiveness of digital marketing decisions;
- LO 4. Formulate integrated digital marketing strategies for products and services by working as a team to create a digital marketing plan for an actual client organization;
- LO 5. Discuss ethical, and privacy issues as they relate to digital content and usage.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Lectures, lab exercises using tools, simulation (for paid search ads), and client project (with student presentation).

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Larson, J., & Draper, S.	Digital Marketing Essentials	<input checked="" type="checkbox"/>	Stukent	
2.		<input type="checkbox"/>		
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		
5.		<input type="checkbox"/>		

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

Lab setting with internet connection, Mimic Simulation (web based simulation) by Stukent, internet access.

Typical Evaluation Methods and Weighting

Final exam:	-	Assignments:	10%	Midterm exam:	-	Practicum:	-
Quizzes/tests:	35%	Lab work:	-	Field experience:	-	Shop work:	-
Simulation:	20%	Project:	25%	Class participation:	10%	Total:	100%

Details (if necessary):

Typical Course Content and Topics

Module One: Introduction

- How the internet affects marketing
- The impact of the internet on 4Ps

Module Two: Search engine marketing

- Organic
 - Optimizing content for search
 - Creating inbound links
- Paid
 - Creating paid search ads
 - Understanding the bidding process
 - Understanding quality score
 - Other factors affecting Adrank
- Assignments (LO 2)

Module Three: Online analytics

- Understanding page tagging process and how information is collected
- Understanding what information is collected and what it means
- Calculating conversion rates and other key measures
- Assignments (LO 2)

Exam 1 (LO 1–3, 5)

Digital marketing simulation (LO 2, 3)

Module Four: Email marketing

- Understanding the email development process

- Measuring the effectiveness of your email
- Assignments (LO 2)

Module Five: Social media marketing

- Developing social media content
- Advertising on social media
- Assignments (LO 2)

Exam 2 (LO 1, 2, 5)

Module Six: Digital display advertising

- Using ad networks
- Understanding online ad targeting and formats
- Assignments (LO 2)

Module Seven: Mobile marketing

- Analyzing the unique characteristics and challenges of mobile marketing
- Developing mobile advertising
- Assignments (LO 2)

Exam 3 (LO 1, 2)

Project (LO 2–5)