	ORIGINAL COURSE IMPLEMENTATION DATE:	September 2007
	REVISED COURSE IMPLEMENTATION DATE:	September 2026
	COURSE TO BE REVIEWED (six years after UEC approval):	December 2031

Course outline form version: 26/01/2024

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: Digital Marketing

Faculty: Faculty of Business and Computing	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 primarily paid with some earned digital marketing, including such topics as digital display advertising, search marketing, e-mail marketing, web analytics, mobile marketing, and social media advertising.

Prerequisites (or NONE):	45 university-level credits including BUS 120.
Corequisites (if applicable, or NONE):	NONE
Pre/corequisites (if applicable, or NONE):	NONE

Antirequisite Courses *(Cannot be taken for additional credit.)*	Course Details
Former course code/number: **BUS 390G**	Special Topics course: **No**
	(If yes, the course will be offered under different letter designations representing different topics.)
Cross-listed with:	Directed Study course: **No**
Equivalent course(s):	*(See policy 207 for more information.)*
(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)	Grading System: **Letter grades**
	Delivery Mode: **May be offered in multiple delivery modes**
	Expected frequency: **Winter only**
Typical Structure of Instructional Hours	Maximum enrolment (for information only): **25**

		Prior Learning Assessment and Recognition (PLAR)
Lecture/seminar	30	PLAR is available for this course.
Supervised laboratory hours (computer lab)	15	
		Transfer Credit *(See bctransferguide.ca.)*
		Transfer credit already exists: **Yes**
		Submit outline for (re)articulation: **No**
Total hours	**45**	*(If yes, fill in transfer credit form.)*

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Department approval	Date of meeting:	October 7, 2025
Faculty Council approval	Date of meeting:	November 7, 2025
Undergraduate Education Committee (UEC) approval	Date of meeting:	December 19, 2025

Learning Outcomes

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

1. Apply the ideas, theories, approaches and actors in the development of domestic and internationalized target markets including local, Indigenous, national and international cultural groups.
2. Explain how existing and emerging digital marketing platforms, technologies and techniques can be used to strengthen an organization's relationship with its customers including artificial intelligence applications.
3. Apply a variety of digital platforms and techniques, such as online media, search marketing, email marketing, social media, and mobile marketing, in real world marketing situations.
4. Demonstrate how to measure and calculate the effectiveness of digital marketing decisions.
5. Formulate integrated digital marketing strategies for products and services to create a digital marketing plan for an organization.
6. Discuss ethical, and privacy issues as they relate to digital content, data collection, data ownership and use with attention to OCAP® principles (Ownership, Control, Access, and Possession) for Indigenous communities.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Quizzes/tests:	25%	Assignments:	50%		%
Project:	25%		%		%

Details:

Assignments includes 20% for assignments (including industry training in tools like SEMRush, Meta, Google Analytic, etc.) and 30% for a marketing simulation. Project is working with a "real world" organization to create a digital marketing plan.

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

Typical Instructional Methods *(Guest lecturers, presentations, online instruction, field trips, etc.)*

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

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

	Type	Author or description	Title and publication/access details	Year
1.	Textbook	Larson, J., & Draper, S.	Digital Marketing Essentials (Stukent)	current
2.	Other (Simulation)	Stukent	Digital Marketing Simternship	current
3.				
4.				
5.				

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

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

Course Content and Topics

Module One: Introduction
- How the internet affects marketing
- The impact of the internet on 4Ps
- Understanding your audience through persona development
- Understanding data privacy including the use of first-party and third-party data
- Assignments (LO1 LO6)

Module Two: Search engine marketing
- Effects of AI on Search Marketing
- Organic
  - Optimizing content for search
  - Creating inbound links
- Paid
  - Affects of AI on search marketing
  - Creating paid search ads
  - Understanding the bidding process
  - Understanding quality score
  - Other factors affecting Adrank
  - The importance and design of a landing page
- Assignments (LO 3)

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
- Using AI to understand online analytics
- Assignments (LO 4)

Module Four: Email marketing and Text Messaging
- Understanding the uses and influence of email in business to create targeted messages
- Discussing the various components of an email and message
- Understanding the measures of email effectiveness
- Understand the use and steps in marketing automation
- Discuss how AI impacts marketing automation
- Assignments (LO3)

Module Five: Display Marketing
- Explain the use of AI and machine learning in programmatic advertising and various platforms (e.g. display network, demand side platforms, etc.) for purchasing display advertising
- Discuss the components of a display ad
- The importance and design of a landing page
- How AI impacts the creation, placement and tracking of display ads
- Discuss affiliate marketing
- Assignments (LO3)

Module Six: Social Media Marketing
- Discuss the role of social media for business
- Understand the paid and organic options for social media advertising
- Discuss the use and process for employing influencers
- The importance and design of a landing page
- Discuss various forms of advertising including short-form video
- Discuss the significant integration of Artificial Intelligence (AI) in content creation and personalization,
- Assignments (LO3)

Exam 1 (LO 1–3)
Exam 2 (LO 3-4)
Digital marketing simulation (LO 1-4)
Client project (LO 1-6)