



ORIGINAL COURSE IMPLEMENTATION DATE:

September 2016

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 385	Number of Credits: 3 <a href="#">Course credit policy (105)</a>
Course Full Title: Developing a Digital Presence	
Course Short Title:	
Faculty: Faculty of Business and Computing	Department (or program if no department): School of Business
<b>Calendar Description:</b>  Focuses on the strategy and business processes necessary to develop, implement, and maintain an organization's digital content management strategy through their online presence including strategic creation of digital assets, structuring the organization's website, designing their social media strategy, designing mobile content, and utilizing other online channels.	
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.)  Former course code/number:  Cross-listed with:  Equivalent course(s):  <i>(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.)</i>	<b>Course Details</b>  Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i>  Directed Study course: <b>No</b> <i>(See <a href="#">policy 207</a> for more information.)</i>  Grading System: <b>Letter grades</b>  Delivery Mode: <b>May be offered in multiple delivery modes</b>  Expected frequency: <b>Fall only</b>  Maximum enrolment (for information only): <b>25</b>
<b>Typical Structure of Instructional Hours</b>	
Lecture/seminar	30
Supervised laboratory hours (computer lab)	15
<b>Total hours</b>	<b>45</b>
<b>Scheduled Laboratory Hours</b>	
Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> 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. Describe how Indigenous storytelling traditions (e.g., oral narratives, symbols, land-based knowledge) inform content creation approaches that prioritize relational and community values.
3. Collaborate with stakeholders (real or simulated) to co-create content in a variety of formats that align with both marketing objectives and community-identified values and goals including applying artificial intelligence in content creation.
4. Build a simple website architecture incorporating a variety of digital assets.
5. Define a social media strategy.
6. Create a mobile digital strategy.
7. Construct an online analytics framework.
8. Design a culturally appropriate content marketing plan for a client organization that centers around unique perspectives, audiences, or products.
9. Explain the importance of data and content sovereignty in digital marketing and content creation with specific consideration for OCAP® principles (Ownership, Control, Access, Possession) involving Indigenous knowledge or partnerships.

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

Quizzes/tests:	35%		
Assignments:	65%		

**Details:** n/a

Quizzes/tests: midterm (25%); weekly quizzes on reading (10%)

Assignments: simulation (20%); client assignment including final content strategy (45%)

**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.)

The course will utilize a workshop format where students apply concepts in a lab setting each week. The course will also rely on online instruction and courses to teach basic technology skills so that the course can focus on strategic thinking and business drivers. The course also utilizes a simulation where students practice their strategic thinking and create sample digital assets.

## 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	Mattar, N	Content Marketing Strategies: Planning, Creating, and Distributing Content	current
2. Simulation	Stukent	Content Marketing Simternship	
3.			
4.			
5.			

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

Internet access. Online modules (e.g. basic HTML)

## Course Content and Topics

### Module One: Understanding corporate content

- Understanding the goals and drivers related to content marketing
- Understanding the power of storytelling
- Understanding and documenting the unique digital needs of target markets in personas and user journey maps
- Develop a content management process

### Module Two: Understanding Digital Assets

- Developing sample digital assets in a variety of formats
- Understanding how to strategically align personas and specific digital assets
- Designing a website architecture
- Designing the user experience
- Learning some basic tools like HTML

### Module Three: Developing a social media presence (LO 6)

- Designing a social media strategy
- Applying a variety of digital assets with social media in a social media content calendar

## Module Four: Design other strategies

- Designing an email marketing strategy
- Design a mobile application

## Module Five: Online analytics

- Google Analytics training
- Adding page tags
- Understanding most effective content assets and formats

## Module Six: Curating and Distributing content

- Roles and responsibilities for content development
- Update calendar process
- Governance around content, data, and privacy

Weekly quizzes (LO1-9)

Mid-term exam (LO 1-4)

Simulation (LO 3-6)

Project (LO 1-9)