



Business Administration

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| Course Number: | BUAD 200 |
| Course Title: | DIGITAL MARKETING |
| Credits: | 3 |
| Calendar Description: | This course examines digital marketing in the 21st century, introducing the concepts, strategies, and tactics utilized in fast-paced, mobile, and globally-connected markets. Learners explore various components of a digital marketing campaign and study how to design, implement, manage, and measure such components within |
| Semester and Year: | FALL 2016 |
| Prerequisite(s): | BUAD 116 |
| Corequisite(s): | No |
| Prerequisite to: | |
| Final Exam: | Yes |
| Hours per week: | 3 |
| Graduation Requirement: | Elective BBA, Marketing Specialty Area Elective Diploma Marketing Option |
| Substitutable Courses: | No |
| Transfer Credit: | |
| Special Notes: | |
| Development Date: | August, 2015 |
| Revision Date: | |

Professors

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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?

examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study

Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examina

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?

words, ideas and