

Required Texts/Resources

Digital Marketing Essentials, Mimic Pro Simulation (Stukent online resources) NOTE: Instructor will provide a link in Moodle to purchase these course materials directly from Stukent (Approximately \$100 USD.) **A credit card or PayPal account will be needed to make the purchase.**

Additional relevant reading/viewing assignments from leading industry resources will be provided by the Instructor during the course.

Course Schedule (*Subject to Change*)

Week of:	Tuesday Sept 5 College-wide Orientation Day Wednesday Sept 6 Classes Begin

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?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. 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?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which 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