

# Business Administration

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 -paced, mobile, and globally-connected markets. Learners explore various components of a digital marketing campaign and



**Evaluation Procedure**

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Term Work	20%
Mid-Term Exam	20%
Final Exam (Cumulative)	30%
Project	30%
<b>Total</b>	<b>100%</b>

**Notes****Term Work**

Term work includes individual and paired assignments specific to the topics under discussion. Examples may include quizzes, papers, journals, blog posts, current events, simulations and presentations.



