

Business Administration

Course Number:

Professors

Name	Phone	Office	Email
Robert Wright <i>Course Captain</i>	250-869-2373	Online Only	rwright@okanagan.B* nBT/F1 1

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 \$120 USD.) **A credit card or PayPal account will be needed to make the purchase. Please note that this resource is an integral part of the course.**

Course Schedule (Subject to Change)

Date		Topic
2020 Week of:		Wednesday, September 9 – First Day of Classes Monday, October 12 – Statutory Holiday Wednesday, November 11 – Statutory Holiday
Sep	6-12	(First class on Wednesday) Introductions, Class Overview Search Marketing Introduction
	13-19	Organic Search and Keyword Planning Google Fundamentals (Digital Garage) Certification
	20-26	Web Design & Landing Pages Landing Page Lab
Sep Oct	27-03	Digital Analytics Google Analytics Certification
Oct	4-10	Paid Search Mimic Pro Round 1
	11-17	No classes on Monday Midterm
	18-24	Email & Lead Generation Mimic Pro Rounds 2, 3
	25-31	Social Media Development Mimic Pro Rounds 4, 5
Nov	1-7	Search Marketing Audits & Corrective Action SEMrush Toolkit Certification
	8-14	Case Studies Mimic Pro Rounds 6, 7 No classes on Wednesday
	15-21	Mimic Pro Competition (Round 8)

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 information to other students who are taking the test or examination.”

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?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.