

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2025

BA 2550 (A2/B2): Strategic Digital Marketing - 3(3-0-0) UT 45 HOURS FOR 15 WEEKS

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

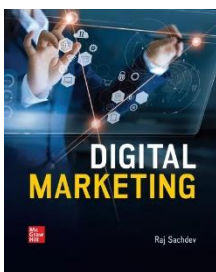
We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Mark Evans, MA **PHONE:** (780) 539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Tuesdays 10 a.m. – 11:30 a.m. & Wednesdays: 2:30 p.m. – 4 p.m., or by appointment.
Best way to contact me: Email – mevans@nwpolytech.ca

CALENDAR DESCRIPTION: This course is designed to cover today's core industry skills in the fields of business communications and digital marketing. Using a website design template, students will build a functional business website, to which they will apply social media and content marketing strategies, as well as search engine optimization, analytics and digital advertising.

PREREQUISITE(S): BA1090 & BA1150

REQUIRED TEXT/RESOURCE MATERIALS:



Sachdev, R. (2025). *Digital Marketing*. (2025 Release). McGraw Hill.

With Connect access

Students must have access to Connect to complete assignments.

DELIVERY MODE(S):

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

LEARNING OUTCOMES:

Upon successful completion of the course, students will be able to do the following:

- Critically analyze and explain, in both written and public speaking formats, how effectively a business or organization has used its website and related social media tools.
- Build an effective simple business or organizational website in a current website building platform that achieves defined business purposes. Then, effectively and strategically integrate social media tools into the website you've built that enhance the site's usefulness.
- Conduct an effective short presentation using technology and public speaking techniques.
- Demonstrate understanding of key basic web technology concepts and the use of social media tools through performance on written tests.
- Demonstrate understanding of digital advertising.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.alberta.ca>.

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. **Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

EVALUATIONS:

In order to pass BA 2550:

1. All assignments must be completed.
2. You must achieve a minimum score of **50%** on the coursework to pass the course.
3. You must achieve a minimum score of **50%** on the Exams to pass the course.

| Evaluation | Weighting |
|---|-------------|
| Course Work | |
| Weekly SmartBooks and In-Class Activities | 10% |
| Assignment 1 – Website, SEO, Social | 15% |
| Assignment 2 – Analytics Tools and Strategy | 10% |
| Assignment 3 – Presentation | 15% |
| Exams | |
| Midterm Exam | 20% |
| Final Exam | 30% |
| Total | 100% |

GRADING CRITERIA: (The following criteria may be changed to suit the particular course/instructor) Please note that most universities will not accept your course for transfer credit **IF** your grade is less than **C-**.

| Alpha Grade | 4-point Equivalent | Percentage Guidelines | Alpha Grade | 4-point Equivalent | Percentage Guidelines |
|-------------|--------------------|-----------------------|-------------|--------------------|-----------------------|
| A+ | 4.0 | 95-100 | C+ | 2.3 | 67-69 |
| A | 4.0 | 85-94 | C | 2.0 | 63-66 |
| A- | 3.7 | 80-84 | C- | 1.7 | 60-62 |
| B+ | 3.3 | 77-79 | D+ | 1.3 | 55-59 |
| B | 3.0 | 73-76 | D | 1.0 | 50-54 |
| B- | 2.7 | 70-72 | F | 0.0 | 00-49 |

COURSE SCHEDULE/TENTATIVE TIMELINE:

| myClass Module | Dates | Topic | Required Reading | Activity / Deadlines |
|----------------|---|---|------------------|----------------------|
| Week 1 | Sept 2-5 | Introduction and Course Outline, major project overview. | Course Outline | Purchase Textbook |
| Week 2 | Sept 8-12 | Digital Marketing in a Digital World | Chapter 1 | |
| Week 3 | Sept 15-19 | Creating Value through Digital Marketing Strategy | Chapter 2 | |
| Week 4 | Sept 22-26 | Digital Consumer Behaviour and Customer Relationship and Experience Management. | Chapter 3 | |
| Week 5 | Sept 29 – Oct 3 | Website Marketing Strategy | Chapter 4 | |
| Week 6 | Oct 6-10 | Search Engine Optimization (SEO) Strategy | Chapter 5 | |
| Week 7 | Oct 13-17 No Classes – Monday Oct 13 - Thanksgiving | Search Engine Marketing (SEM) and Generative AI Marketing Strategy | Chapter 6 | |
| Week 8 | Oct 20-24 | E-mail Marketing Strategy | Chapter 7 | Midterm |

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|----------------|---|---|------------|-------------------|
| Week 9 | Oct 27-31 | Social Media and Community Marketing Strategy | Chapter 8 | |
| Week 10 | Nov 3-7 | Mobile Marketing Strategy | Chapter 9 | |
| Week 11 | Nov 10-14 | Fall Break | | No Classes |
| Week 12 | Nov 17-21 | Digital Brand, Trust and Reputation Management Strategy | Chapter 10 | Assignment 1 Due |
| Week 13 | Nov 24-28 | Digital Marketing Legal, Ethical, Privacy and Security Considerations | Chapter 11 | |
| Week 14 | Dec 1-5 | Trends and the Future of Digital Marketing | Chapter 12 | |
| Week 15 | Dec 8-12 Last day of Classes Dec 11 | Final project presentations Last Day of Classes is Dec 11 | | |
| Final Exams | Dec 13-20 | | | |

Important Dates:

September 12 – Last Day to withdraw with a full refund.

November 28 – Last Day to Withdraw

December 11 – Last Day of Classes

December 13-20 – Final Exam Period

STUDENT RESPONSIBILITIES:

Attendance:

Students are expected to attend all scheduled classes, arrive on time, and remain for the duration of the activities. Arriving late or leaving early is disruptive to the entire class. Arriving late or leaving class is treated as an absence. You must be marked in attendance to earn marks for in-class activities. Students with absences in excess of 6 classes may be refused permission to take the final exam. For more information, please refer to the Final Examination Policy at

<https://www.nwpolytech.ca/aboutpolytechnic-leadership/policies-directory>.

Professional Behaviour:

Students are expected to conduct themselves in a professional manner. This includes, but not limited to, interacting with others appropriately and respectfully; refraining from texting or chatting during class; arriving to class prepared and on time, and remaining for the duration of the activities. Students may be asked to leave if any behavior becomes disruptive.

Time Management:

The expectation is that students read the material and attempt exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take a great deal of time and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and problems as it is difficult to catch up.

Course materials and announcements will be available on myClass and NWP Webmail. Students are responsible for checking all myClass and student e-mail regularly.

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones should be set to silent and placed out of sight during class time unless being used as part of a class activity.

Recording:

Recording lectures or taking screenshots in class is prohibited unless advanced permission is obtained from the instructor and any guest presenter(s). In the event such permission is granted, recordings may only be used for individual study and may not be reproduced, transferred, distributed, or displayed in any public manner.

Connect:

Students must manage and maintain access to the McGraw Hill Connect platform to complete required coursework by the due date. Students should access support for the Connect platform at:

<https://www.mheducation.com/highered/support/student/connect.html>

Email:

Students may contact the instructor by email or phone. Emails will be answered within three business days, no emails will be answered before/after business hours. Email correspondence to your instructor must be sent from your NWP student email account.

Policies:

As a student at NWP, you have rights and responsibilities. It is your responsibility to be familiar with the information contained in this Course Outline and to clarify any areas of concern with the instructor. It is also your responsibility to be familiar with NWP Policies.

Please take the time to familiarize yourself with the policies that might impact you while you are here:

- NWP Policies: [Northwestern Polytechnic administrative/academic policies](#)
- [NWP Students Rights & Responsibilities Policy: Students Rights & Responsibilities Policy](#)

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/polytechnic-leadership/policies-directory>

**Note: all Academic and Administrative policies are available on the same page.

Additional Information:

Assignments

- The assignments are cumulative, each assignment builds onto the next. Assignments must be submitted as Microsoft Word documents in myClass. For assignments with links or other special access requirements, the student must provide any required usernames and passwords to the instructor for the instructor to grade. All assignments are subject to Turnitin originality assessment.
- Late assignments are accepted only by instructor approval. Late assignments are assessed a 5% per day grade reduction. Assignments past five days are assessed a grade of zero.

Weekly Smartbooks and In-Class Activities

- There are weekly Chapter Smartbook activities to be completed before the start of class each week. There are no extensions on Smartbook assignments.
- There will be unscheduled in-class activities
- The lowest three marks for Weekly Smartbooks and In-Class Activities will be dropped when calculating the final grade. This is to accommodate any illnesses or other absences that prevent completing the Smartbooks or completing in-class activities.

Midterm

- The Midterm Exam is held in class during scheduled class time; please be sure to be present for this. If you miss an exam, you will have a grade of 0 for that test, unless you had prior permission with a very valid reason. There are no extensions or rewrites on the Midterm Exam.

Other Exam & Classroom Policies

- Any test, quiz, or assignment grade a student may wish to contest must be done within 5 business days of the test /quiz/assignment grade being released to the student.
- Students are expected to demonstrate professional conduct for the duration of the course.

Technology Requirements:

- Computer and Internet Requirements: <https://www.nwpolytech.ca/information-technology/technical-support>
- Microsoft 365 (free for NWP students)
- Smartphone is recommended.