

## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – FALL 2022

#### BA 2550 (A2): Strategic Digital Marketing (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:** Shawn DeGreeve                      **PHONE:** 780-539-20933  
**OFFICE:** C307    **E-MAIL:** sdegreeve@nwpolytech.ca  
**OFFICE HOURS:** Monday 8:30 – 10:00am Thursday 1:30 – 3:00pm or Appointment

**\*All email correspondence must be sent from your NWP student email account and must be professionally formatted** (i.e., subject line filled in, proper greeting, spelling, and grammar check, etc.). Emails that do not follow the above requirements will not be responded to.

**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:**

Barker, M., et al. (2017). *Social media marketing: A strategic approach* (2nd Edition). Cengage Learning Inc.

Computer and Internet Requirements : <https://www.nwpolytech.ca/doc.php?d=TECHREQ>

Office 365 (free for NWP students)

Smart Phone is recommended

#### **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.

## COURSE OBJECTIVES:

In this course, students will learn the basic principles of effective web presentation for a business. Learners evaluate and plan a website from current web building site platforms. As the course progresses, students will then learn about the use of common social media tools for business purposes, and then effectively integrate some of these tools into the website they've built. The course concludes by covering the use of social media advertising and how digital advertising is now a critical tool for all businesses and non-profits.

## 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 Wordpress 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.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:

**Note: In order to pass BA 2550:**

1. All assignments and non-graded, assigned work must be completed
2. You must achieve a minimum score of **50%** on the Final Project in order to pass the course
3. You must achieve a minimum score of **50%** for your course work in order to pass the course

Assignment 1 Web	5%
Assignment 2 Web	10%
Quizzes	15%
Assignment 3 SSM	20%
Assignment 4 SSM	15%
Discussions	5%
Assignment 5 Final Project (Social Media Plan & Advertising Plan)	30%
<b>Total</b>	<b>100%</b>

**GRADING CRITERIA:** (The following criteria may be changed to suite 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	90-100	C+	2.3	67-69
A	4.0	85-89	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:**

Week	Chapter	Topic	To Do
28 August	1	Introduction and Course Outline - Social Marketing - Effective Business Websites	
04 September	2,3	Goals and Strategies, Target Audience Constructing a Business Website	Quiz
11 September	4,5	Rules, Platforms and SM Sites	Assignment 1
18 September	6,15	Microblogging, SMMP	Quiz
25 September	7	Content and Sharing	Assignment 2
02 October	8	Video	Quiz
09 October	Thanksgiving & Fall break	No Classes	Quiz
16 October	9	Photo Sharing	Assignment 3
23 October	10	Discussion	Quiz
30 October	11	Content	Quiz
06 November		Content	Assignment 4
13 November	12	Mobile	Quiz
20 November	13	SM Monitoring	Quiz
27 November	14	Tool for Managing	Quiz
04 December	Revisit 15	SSMP	Assignment 5 Final Project

## Assignment, Quizzes and Exam Policies:

### Assignments

- The assignments are cumulative, each assignment builds onto the next. Assignments must be MS Word doc. to D2L course assignment with links, username, and password for instructor 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 10% per day grade reduction. Assignments past five days are assessed a grade of zero.
- Discussion are to be completed before the due date and time. Students must demonstrate business professionalism.

### Quizzes

- The quizzes are based on textbook and in-class learning, consisting of multiple choice and true or false questions, as well as short and long answer questions.
- The quizzes will be marked and corrections for the attempted quiz will be made available to the student **after the due date.** There are no extensions.
- Once the quiz has been started, you must complete the entire quiz within the allotted time.
- Logging off or losing the internet connection during quizzes and exam will result in a grade based only on the proportion of the exam that has been completed. **It is imperative that the student has a reliable internet connection.**
- **Proctoring software** is enabled requiring browser lock-down and use of camera and sound recording while completing exam and quizzes.

### Other Exam & Classroom Policies

- Any exam, quiz, or assignment grade that that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked.
- To get the most out of class regular attendance and active participation is encouraged. **Repeated lateness &/or not remaining for the duration of classroom activities will be recorded as an absence in class.** Disruptive behavior will also be viewed as “not professional” and the student will be asked to leave the classroom.
- Students are expected to demonstrate professional conduct for the duration of the course.
- **Photographing and/or recording course content is strictly prohibited.**

NWP Calendar Academic Regulations

### **Debarred from Exams**

- “You may be **refused permission to write a final paper** in a course on the advice of the instructor concerned. This usually happens when absences are excessive (**more than 5**) or if significant parts of required assignments or lab work are not completed.”

## **STUDENT RESPONSIBILITIES:**

- **Your responsibility** is to complete the coursework to the best of your ability, representing the Polytech and yourself in an ethical, respectful, and safe manner.
- **Your responsibility** as a student is to respect NWP staff and fellow students.

## **STATEMENT ON PLAGIARISM AND CHEATING:**

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Polytechnic Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

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

## **Additional Information:**

**A Smart Phone is recommended for selected project assignments**