

# Business Administration

Course Number: **BUAD 200**

Course Title: **DIGITAL MARKETING**

Credits: **3**

Calendar Description:



**Evaluation Procedure**

Term Work	10%
Exams	60%
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.

**Term Project**

The term project provides a group of students (2-4, depending on class size) with the provide recommendations for the future direction or expansion of their digital campaigns.

**Exams**

There are two mid-term exams worth 15% each, and one final exam weighted at 30%. Students must achieve an average of 50% aggregate (all three exams) in order to pass this course



