

# COURSE DETAIL

## ONLINE AND MOBILE MARKETING

**Country**

Brazil

**Host Institution**

Pontifical Catholic University of Rio de Janeiro

**Program(s)**

Pontifical Catholic University of Rio de Janeiro

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

120

**UCEAP Course Suffix****UCEAP Official Title**

ONLINE AND MOBILE MARKETING

**UCEAP Transcript Title**

ONLINE&MOBILE MKTG

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

**Course Description**

This course explores the internet and mobile platforms for marketing in the digital age. It discusses various types of marketing such as online, mobile, website, search engine, email, blog, social media, and multimedia. Other topics include: online advertising; pay per click display ads; web marketing mix; web marketing plan; managing online and mobile marketing activities.

**Language(s) of Instruction**

English

**Host Institution Course Number**

ADM 9986

**Host Institution Course Title**

ONLINE AND MOBILE MARKETING

**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Departamento de Administração

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