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 Course Details
https://www.puc-rio.br/ferramentas/ementas/ementa.aspx?cd=adm9986

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Departamento de Administração

Course Last Reviewed
2023-2024

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