

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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