COURSE DETAIL

DIGITAL MARKETING
Country Spain
Host Institution Carlos III University of Madrid
Program(s) Carlos III University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 124
UCEAP Course Suffix
UCEAP Official Title DIGITAL MARKETING
UCEAP Transcript Title DIGITAL MARKETING
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
This course provides a study of the tools and concepts needed to analyze the online marketing environment and design a competitive marketing strategy. Topics covered include: market research, measurement and analytics; consumer behavior; search engine optimization; social network communication and content marketing; search engine marketing; E-commerce; marketing plan and the digital context.

Language(s) of Instruction

Host Institution Course Number
13481

Host Institution Course Title
MARKETING DIGITAL

Host Institution Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=204&anio=2024&plan=395&asig=13...

Host Institution Campus
Getafe

Host Institution Faculty
Facultad de Ciencias Sociales y Jurídicas

Host Institution Degree
Grado en Administración de Empresas

Host Institution Department
Economía de la Empresa

Course Last Reviewed
2024-2025

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