

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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