COURSE DETAIL

PRINCIPLES OF E-MARKETING AND E-COMMERCE
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 154
UCEAP Course Suffix
UCEAP Official Title PRINCIPLES OF E-MARKETING AND E-COMMERCE
UCEAP Transcript Title EMRKTING&ECOMMERCE
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course provides a series of strategic frameworks for the implementation of effective marketing strategies in the digital era. The course discusses topics including the digital society and the digital customer; analyzing the digital environment: competitors and consumer behavior online analysis; the impact of digital technology on marketing practices; designing a digital marketing strategy; planning a digital marketing execution: online commerce, online communication, and online content; content management and user experience; social media marketing; e- and m-commerce; website evaluation and application of web marketing; and an introduction to web analytics.

Language(s) of Instruction
English

Host Institution Course Number
30498

Host Institution Course Title
PRINCIPLES OF E-MARKETING AND E-COMMERCE

Host Institution Course Details
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?cod_ins=30498&anno=2025&or...

Host Institution Campus
University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed
2024-2025

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