

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 Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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