

# COURSE DETAIL

## DIGITAL MARKETING

**Country**

Hong Kong

**Host Institution**

Chinese University of Hong Kong

**Program(s)**

Hong Kong Summer, CUHK

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

148

**UCEAP Course Suffix**

S

**UCEAP Official Title**

DIGITAL MARKETING

**UCEAP Transcript Title**

DIGITAL MARKETING

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

### **Course Description**

The proliferation of the Internet and related innovative digital technologies, such as mobile, big data, sensors, social media, and user-generated content (UGC) have a profound effect on marketing theory and practice. This course provides a study of the impact of the Internet on marketing, marketing research with Internet, consumer behavior on the Internet, and marketing strategies in the Internet age. Specific focus is on the development and planning of effective digital marketing strategies and their implementation and evaluation. Theoretical insights are applied hands-on to practical business cases.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

MKTG4080

### **Host Institution Course Title**

DIGITAL MARKETING

### **Host Institution Campus**

International Summer School

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business and Management

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