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 Course Details

Host Institution Campus
International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business and Management

Course Last Reviewed
2024-2025

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