

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

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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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