

COURSE DETAIL

GOOGLE ECOSYSTEM AND DIGITAL MARKETING

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

UPF Barcelona International Summer School

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Computer Science Business Administration

UCEAP Course Number

125

UCEAP Course Suffix**UCEAP Official Title**

GOOGLE ECOSYSTEM AND DIGITAL MARKETING

UCEAP Transcript Title

GOOGLE&DIGITAL MKTG

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course focuses on the Google search engine and its online advertising platform Google Ads. It offers a study of how search engines work-- page indexing and ordering of results-- and the composition of search engine results pages.

Language(s) of Instruction

Spanish

Host Institution Course Number

59057

Host Institution Course Title

ECOSISTEMA GOOGLE Y MARKETING DIGITAL

Host Institution Campus

Ciutadella Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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