

# 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 Course Details

<https://www.upf.edu/web/barcelonasummerschool/courses-and-syllabi>

## Host Institution Campus

Ciutadella Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

## Course Last Reviewed

2022-2023

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