COURSE DETAIL

GOOGLE ECOSYSTEM AND DITIGAL 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 DITIGAL 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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