COURSE DETAIL

DIGITAL MARKETING
Country United Kingdom - England
Host Institution Brunel University London
Program(s) English Universities
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 121
UCEAP Course Suffix
UCEAP Official Title DIGITAL MARKETING
UCEAP Transcript Title DIGITAL MARKETING
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description
In this course, students explore the issues marketers face while using digital technologies in the rapidly growing industry of marketing.

Language(s) of Instruction
English

Host Institution Course Number
MG2604

Host Institution Course Title
DIGITAL MARKETING

Host Institution Course Details

Host Institution Campus
Brunel University London

Host Institution Faculty

Host Institution Degree

Host Institution Department
Brunel Business School

Course Last Reviewed

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