

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 Campus

Brunel University London

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Brunel Business School

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