

# 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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