COURSE DETAIL

DIGITAL CONVERSATIONS AND MARKETING
Country United Kingdom - England
Host Institution University College London
Program(s) University College London
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 163
UCEAP Course Suffix
UCEAP Official Title DIGITAL CONVERSATIONS AND MARKETING
UCEAP Transcript Title DIGITAL MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course examines how organizations are approaching the shift to digital and omnichannel marketing, working across multiple media channels, and utilizing new engagement methods. This is a practical and applied course with hands-on and experiential exercises and activities each week. Students discuss the current digital marketing methods, techniques, and strategies underpinned by the latest research and best-practice case studies. The course equips students with the skills and knowledge to understand how the media landscape, marketing engagement methods, and tools are changing, and explores what may be the future of digital marketing.

Language(s) of Instruction
English

Host Institution Course Number
MSIN0029

Host Institution Course Title
DIGITAL CONVERSATIONS AND MARKETING

Host Institution Course Details
https://www.mgmt.ucl.ac.uk/module/msin0029-digital-marketing

Host Institution Campus

Host Institution Faculty
School of Management

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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