

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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