

# 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 Campus

## Host Institution Faculty

School of Management

## Host Institution Degree

## Host Institution Department

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