

COURSE DETAIL

DIGITAL MARKETING & PROMOTION

Country

United Kingdom - England

Host Institution

University of Manchester

Program(s)

University of Manchester

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

165

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL MARKETING & PROMOTION

UCEAP Transcript Title

DIGITAL MARKETING

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

This course introduces students to principles and practices of marketing and promotion; market segmentation, targeting, and positioning; customer analysis and market research; brand management and strategy; customer analysis and market research approach; market segmentation, targeting, and positioning marketing strategies; marketing mix- advertising and sales promotion; digital marketing: social media, interactive communications, and e-marketing; and ethics and corporate social responsibility.

Language(s) of Instruction

English

Host Institution Course Number

EDUC20221

Host Institution Course Title

DIGITAL MARKETING & PROMOTION

Host Institution Campus

University of Manchester

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

Education

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