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 Course Details
https://www.manchester.ac.uk/study/undergraduate/courses/2020/10063/ba-manageme...

Host Institution Campus
University of Manchester

Host Institution Faculty

Host Institution Degree

Host Institution Department
Education

Course Last Reviewed
2019-2020

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