

# 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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