

COURSE DETAIL

DIGITAL MARKETING

Country

United Kingdom - England

Host Institution

University of Sussex

Program(s)

University of Sussex

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

102

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL MARKETING

UCEAP Transcript Title

DIGITAL MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course explores the main theories and principles of digital marketing, specifically in the areas of: digital marketing's micro and macro environment, digital marketing strategies, and the implementation and practice of digital marketing. Students learn the theoretical and practical impact of digital on the marketing mix, e-customer characteristics and behavior, digital marketing technologies, digital marketing planning and management, and competitive advantage through the use of digital marketing activities.

Language(s) of Instruction

English

Host Institution Course Number

N1578

Host Institution Course Title

DIGITAL MARKETING

Host Institution Campus

University of Sussex

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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