# COURSE DETAIL

| DIGITAL MARKETING |
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| **Country**<br>United Kingdom - England |
| **Host Institution**<br>University of Sussex |
| **Program(s)**<br>University of Sussex |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Communication Business Administration |
| **UCEAP Course Number**<br>102 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>DIGITAL MARKETING |
| **UCEAP Transcript Title**<br>DIGITAL MARKETING |
| **UCEAP Quarter Units**<br>6.00 |
| **UCEAP Semester Units**<br>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 Course Details**
http://www.sussex.ac.uk/modules/2018/N1578-digital-marketing

**Host Institution Campus**
University of Sussex

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Marketing

**Course Last Reviewed**
2019-2020

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