COURSE DETAIL

DIGITAL MARKETING
Country Korea, South
Host Institution Seoul National University
Program(s) Seoul National University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 106
UCEAP Course Suffix
UCEAP Official Title DIGITAL MARKETING
UCEAP Transcript Title DIGITAL MARKETING
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

The key objective of this course is to provide the students with a comprehensive overview of digital marketing and to discuss its main vehicles such as online banner advertising, search marketing, social media marketing, mobile marketing and emerging topics from both theoretical and pragmatic perspectives. As a team project for the course, students recruit a real business, run search or social media advertising, and submit a final written report.

Language(s) of Instruction
English

Host Institution Course Number
M1338.002100

Host Institution Course Title
DIGITAL MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2021-2022

Print