

## 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business Administration

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