

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

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