

COURSE DETAIL

E-MARKETING

Country

Japan

Host Institution

Keio University

Program(s)

Keio University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

158

UCEAP Course Suffix**UCEAP Official Title**

E-MARKETING

UCEAP Transcript Title

E-MARKETING

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course aims to provide deep insight into marketing in the digital environment. The first part of the course is based on lectures which consist of three parts (1) outbound marketing, i.e., companies reaching out to consumers, more specifically online advertising, (2) inbound marketing, i.e., consumers reaching out to companies; and (3) social media marketing. The second part utilizes case studies that illustrate various aspects of digital marketing. The knowledge and insights are drawn from the instructor's practical experience as an advisor for multiple companies and teaching experience in the MBA program.

Language(s) of Instruction

English

Host Institution Course Number

N/A

Host Institution Course Title

E-MARKETING

Host Institution Campus

Keio University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Global Passport Program

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