

## 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 Course Details

<https://gslbs.keio.jp/pub-syllabus/detail?ttblyr=2023&entno=15691&lang=en>

## Host Institution Campus

Keio University

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Global Passport Program

## Course Last Reviewed

2023-2024

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