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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