

COURSE DETAIL

DIGITAL MARKETING

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

117

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

This course covers marketing strategies and tactics that are used by firms that engage in marketing their products/services on the Internet and/or mobile device. This course uses a combination of lectures, discussions, and projects. The purpose is to provide an overview for better understanding of the challenges and opportunities businesses have while trying to promote their products/service online. The assignments of this class are about developing a marketing plan for an existed brand, showing the advantages and the ways to approach the goal.

Language(s) of Instruction

English

Host Institution Course Number

MANA130362.01

Host Institution Course Title

DIGITAL MARKETING

Host Institution Campus

Fudan University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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