# COURSE DETAIL

| DIGITAL MARKETING |
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| **Country**<br>China |
| **Host Institution**<br>Fudan University |
| **Program(s)**<br>Fudan University |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>117 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>DIGITAL MARKETING |
| **UCEAP Transcript Title**<br>DIGITAL MARKETING |
| **UCEAP Quarter Units**<br>4.50 |
| **UCEAP Semester Units**<br>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 Course Details**

**Host Institution Campus**
Fudan University

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Management

**Course Last Reviewed**
2022-2023

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