COURSE DETAIL

DIGITAL MARKETING
Country Ireland
Host Institution Trinity College Dublin
Program(s) Trinity College Dublin
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 134
UCEAP Course Suffix
UCEAP Official Title DIGITAL MARKETING
UCEAP Transcript Title DIGITAL MARKETING
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

The course provides future marketers with a fundamental understanding of digital marketing tools and techniques and helps them to become proficient in digital marketing practice. Practical assignment include the development of a digital marketing plan for a hypothetical company by formulating a digital marketing strategy, including the planning of campaigns.

Language(s) of Instruction
English

Host Institution Course Number
BUU44552

Host Institution Course Title
DIGITAL MARKETING

Host Institution Course Details
https://www.tcd.ie/business/programmes/undergraduate/module-outlines/buu44552/

Host Institution Campus
Trinity College Dublin

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2023-2024

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