

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 Campus

Trinity College Dublin

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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