

## COURSE DETAIL

### DIGITAL BUSINESS & SOCIAL MEDIA STRATEGY

**Country**

Ireland

**Host Institution**

University College Dublin

**Program(s)**

University College Dublin

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

119

**UCEAP Course Suffix****UCEAP Official Title**

DIGITAL BUSINESS & SOCIAL MEDIA STRATEGY

**UCEAP Transcript Title**

DIGITAL BUSINESS

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

Digital Business is rapidly evolving and today it should be regarded being a central resource in the pursuit of business objectives and strategies. As a result, the role of Digital Business in organizations needs to be re-evaluated to develop a sophisticated understanding of how it supports today's organization to gain and sustain competitive advantage in the marketplace. Incorporating a generic Digital Business Framework, this applied course evaluates and discusses components of a comprehensive Digital Business strategy and investigates its impact on different industry sectors.

### Language(s) of Instruction

English

### Host Institution Course Number

MIS20040

### Host Institution Course Title

DIGITAL BUSINESS & SOCIAL MEDIA STRATEGY

### Host Institution Campus

University College Dublin

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business

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