COURSE DETAIL

DIGITAL MARKETING
Country Barbados
Host Institution University of the West Indies
Program(s) University of the West Indies
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 125
UCEAP Course Suffix
UCEAP Official Title DIGITAL MARKETING
UCEAP Transcript Title DIGITAL MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course examines digital marketing, digital media tools, and effective digital marketing strategies based on good research. It will therefore define digital marketing and explain its role in the marketing discipline. Additionally, the course will seek to develop
practical skills which are essential to digital marketing and implementing an effective digital marketing strategy.

Language(s) of Instruction
English

Host Institution Course Number
MKTG 3016

Host Institution Course Title
DIGITAL MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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