

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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