

# 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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