

# COURSE DETAIL

## DIGITAL MARKETING

**Country**

Spain

**Host Institution**

Carlos III University of Madrid

**Program(s)**

Carlos III University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

124

**UCEAP Course Suffix**

C

**UCEAP Official Title**

DIGITAL MARKETING

**UCEAP Transcript Title**

DIGITAL MARKETING

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

### **Course Description**

This course provides a study of the tools and concepts needed to analyze the online marketing environment and design a competitive marketing strategy. Topics covered include: market research, measurement and analytics; consumer behavior; search engine optimization; social network communication and content marketing; search engine marketing; E-commerce; marketing plan and the digital context. NOTE: This course is the same as BUS 124 but taught in the UC3M International School.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

19705

### **Host Institution Course Title**

MARKETING DIGITAL

### **Host Institution Campus**

GETAFE

### **Host Institution Faculty**

Escuela Internacional Carlos III

### **Host Institution Degree**

### **Host Institution Department**

Programa Internacional de Negocios

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