

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

DIGITAL MARKETING

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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