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 Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=84&anio=2024&plan=499&asig=197...

Host Institution Campus
GETAFE

Host Institution Faculty
Escuela Internacional Carlos III

Host Institution Degree

Host Institution Department
Programa Internacional de Negocios

Course Last Reviewed
2024-2025

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