

# COURSE DETAIL

## DIGITAL MARKETING

**Country**

Japan

**Host Institution**

Waseda University

**Program(s)**

Waseda University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

128

**UCEAP Course Suffix****UCEAP Official Title**

DIGITAL MARKETING

**UCEAP Transcript Title**

DIGITAL MARKETING

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

From brand campaigns to social issues, digital marketing has played a vital role in generating brand and message proliferation around the world. This course looks at marketing strategies used to build and grow brands and messages, with a heavy emphasis on how to drive brand awareness, preference and loyalty through digital marketing. A large part of this course is case-based.

### Language(s) of Instruction

English

### Host Institution Course Number

CMMM401L

### Host Institution Course Title

DIGITAL MARKETING

### Host Institution Campus

Waseda University

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

School of Commerce

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