

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 1

Host Institution Course Details

<https://www.wsl.waseda.jp/syllabus/JAA104.php?pKey=1600004AH20120241600004AH216...>

Host Institution Campus

Waseda University

Host Institution Faculty

Host Institution Degree

Host Institution Department

School of Commerce

Course Last Reviewed

2024-2025

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