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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