

COURSE DETAIL

INTERNET MARKETING

Country

Korea, South

Host Institution

Korea University

Program(s)

Korea University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

125

UCEAP Course Suffix**UCEAP Official Title**

INTERNET MARKETING

UCEAP Transcript Title

INTERNET MARKETNG

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course covers the theory of marketing using the Internet and cultivates practical application skills. Students examine theories on Internet marketing and e-commerce, exploring the unique aspects and challenges inherent in marketing driven by the Internet. Students develop the ability to think critically and strategically about opportunities and issues that emerge in marketing driven by the Internet and to formulate valuable solutions.

Students should be aware of the unstructured style of this course. No textbook is required, and only a handful of lecture slides are distributed. The class consists of a mixture of short lectures, student discussions of assigned materials, case discussions, team presentations, and active learning exercises. There are also class visits by service practitioners/experts in which they share insights.

Pre-requisites: Marketing management (BUSS205) or equivalent courses;
Statistical analysis: correlation, regression analysis.

Language(s) of Instruction

English

Host Institution Course Number

BUSS475

Host Institution Course Title

INTERNET MARKETING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

[Print](#)