

# 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 Course Details

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

## Course Last Reviewed

2024-2025

[Print](#)