

COURSE DETAIL

DIGITAL MARKETING STRATEGY

Country

United Kingdom - Scotland

Host Institution

University of Glasgow

Program(s)

University of Glasgow

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

153

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL MARKETING STRATEGY

UCEAP Transcript Title

DIGITAL MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course offers a structured approach to planning, implementing, and assessing e-marketing strategies in business. Topics include an introduction to the key issues and themes in the adoption and application of e-marketing to business; new and emerging e-business models focusing on the firm, its architecture of revenues, costs and profits, and the pattern of transaction and interactions with customers; case studies that explore tactical and operational challenges facing firms in implementing e-marketing strategies; and skills in e-marketing and social media marketing.

Language(s) of Instruction

English

Host Institution Course Number

MGT4009

Host Institution Course Title

DIGITAL MARKETING STRATEGY

Host Institution Course Details

<https://www.gla.ac.uk/coursecatalogue/course/?code=MGT4009>

Host Institution Campus

Host Institution Faculty

Adam Smith Business School

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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