

# 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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