

COURSE DETAIL

DIGITAL MARKETING

Country

Hong Kong

Host Institution

Chinese University of Hong Kong

Program(s)

Chinese University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

148

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL MARKETING

UCEAP Transcript Title

DIGITAL MARKETING

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

The Internet is having a profound effect on the conduct of marketing as we move towards the new millennium. The Internet presents a fundamentally different environment for marketing, and new paradigms have to be developed to take account for marketing activities in the electronic age. This course focuses primarily on the impact of the Internet on marketing, marketing research with Internet, consumer behavior on the Internet, and marketing strategies in the Internet age.

Language(s) of Instruction

English

Host Institution Course Number

MKTG4080

Host Institution Course Title

DIGITAL MARKETING

Host Institution Course Details

https://rgsntl.rgs.cuhk.edu.hk/ags_prd_applx/Public/tt_dsp_crse_catalog.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

Course Last Reviewed

2025-2026

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