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/aqs_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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