

COURSE DETAIL

DIGITAL MARKETING

Country

United Kingdom - England

Host Institution

King's College London

Program(s)

King's College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

140

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL MARKETING

UCEAP Transcript Title

DIGITAL MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Students study how marketing strategies, tactics, and analytics tie together to create a digital marketing campaign, learning how a market position is selected and bolstered by the appropriate marketing tools to achieve success, critically considering the advantages and disadvantages of different digital marketing choices, and applying a range of tools to create realistic and viable marketing campaigns.

Language(s) of Instruction

English

Host Institution Course Number

6SSMN316

Host Institution Course Title

DIGITAL MARKETING

Host Institution Course Details

<https://www.kcl.ac.uk/abroad/module-options/module?id=1a9e9025-f8e7-480b-9368-a...>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Managment

Course Last Reviewed

2025-2026

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