

COURSE DETAIL

DIGITAL MARKETING

Country

Australia

Host Institution

University of Sydney

Program(s)

University of Sydney

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies Business Administration

UCEAP Course Number

162

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

This course examines how marketing campaigns are designed, conceptualized and executed digitally. Particular attention is given to techniques unique to digital technologies and the networked nature of social media platforms. Their applications to marketing strategy specifically to do with brand building, target audiences, public relations and communications are covered with an aim to equip students to understand the digital consumer journey.

Language(s) of Instruction

English

Host Institution Course Number

MKTG3110

Host Institution Course Title

DIGITAL MARKETING

Host Institution Course Details

<https://www.sydney.edu.au/units/MKTG3110>

Host Institution Campus

Camperdown/Darlington

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

Course Last Reviewed

2025-2026

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