

Course Syllabus: Digital Marketing, Social Media and E-Commerce for Your Business



OBJECTIVE AND VALUE PROPOSITION:

This course will help you to understand and evaluate digital marketing and social media methods and approaches as well as key e-commerce business models from a variety of perspectives—as analysts, consumers, entrepreneurs, managers, and investors. That is, we tend to emphasize fundamental concepts and principles, rather than specific tactics or the latest emerging tool or platform (which may have shorter “shelf life”). We achieve this by emphasizing the importance of theory and empirical analysis and digging into some of the key findings from social science and business research. We then show how the more fundamental ideas from research connect back to practical business examples. *By the end of this course you will have a framework for understanding the digital and social media marketing and e-commerce, which will allow you to integrate and evaluate new situations and opportunities that you encounter in your own professional life.*

COURSE SCHEDULE:

UNIT 1 - BEHAVIORAL FOUNDATIONS

- New Business Models for the Digital Economy
- Introduction to GRAVITY
- Geography
- Resistance
- Adjacency
- Vicinity
- Isolation
- Topography

UNIT 2 - NEW FORMS OF INTERACTION

- Frictions and Commerce
- Online-Offline Overview
- Online-Offline (O2O)
- Variety and the Digital Economy
- Networks

UNIT 3 - TOOLS AND PRINCIPLES

- Digital Marketing Assets
- Digital Marketing Tools and Tactics
- Earned and Integrated Social Media
- Introduction to Mobile
- Reputation and Reviews

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UNIT 4 - NEW MEDIA PLATFORMS

- Networks Effects and Virality
- Social Advertising and Social Targeting
- Media and Communication Platforms and Persuasion
- Media Platforms, UGCs, and Sentiment
- Traditional and Organic Celebrity
- Course Conclusion

Pre-requisites: None

Time commitment: 2-3 hours per week

Pace: Self-paced. One unit per week is recommended

Interactivity: One live chat will be held on August 25, 2017 @ 10:00am EDT. More details will be forthcoming.

Discussion: Discussions within the course are optional, but we encourage you to share ideas and insights. These may be monitored, but they are intended to be driven by you and your fellow learners. Always be respectful and courteous when posting.

Deadline for participation: Course will be archived on September 17, 2017 @ 11:59pm UTC. All assessments must be submitted before that date and time.

Expectations: Watch all lecture content and take the Unit Exams.

Passing grade for certificate: 70% or greater on all Unit Exams.

Credits: *This course is strictly not valid for academic credit.*