Digital Marketing: Technological Innovation in Service

 MARK-E1047

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| Course | Instructor | Starting-end date |
| Digital Marketing: Technological Innovation in Service | Anastasia Nanni | 27.2.2024- 11.4.2024 |

| Class | TOPIC |  |
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| **Tuesday, 27 February 2024**10:00-12:00U006 - U006, Ekonominaukio 1 | **Course Introduction*** Instructor
* Students
* Course content:
	+ General purpose
	+ Syllabus
* Course rules:
	+ Assignments
	+ Evaluations
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| **Thursday, 29 February 2024**10:00-12:00U006 - U006, Ekonominaukio 1 | **Digitalization of Product*** Ownership of a product
* Subscription Economy
* Sharing Economy
* Privacy paradox
* Inside the case: Netflix
* **Kick off Assignment 1**
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| **Tuesday, 5 March 2024**10:00-12:00U006 - U006, Ekonominaukio 1 | **Digitalization of Place (I):*** From physical store to virtual store
* Customer Journey
* Types of Digital Shoppers
* How physical stores can adapt to digitalization?
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| **Thursday, 7 March 2024**10:00-12:00U006 - U006, Ekonominaukio 1 | **Digitalization of Place (II):*** How physical stores can adapt to digitalization?
* Technology in store
* Store Layout
* Case of an implementation of technology in store.
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| **Tuesday, 12 March 2024**10:00-12:00U006 - U006, Ekonominaukio 1 |  **Digitalization of Promotion (I)*** Traditional Communication
* Digital Communication
* Social media

**Kick off Assignment 2** | Deadline Assignment 1: March,12 2024 at 8 pm |
| **Thursday, 14 March 2024**10:00-12:00U006 - U006, Ekonominaukio 1 | **Digitalization of Promotion (II)*** Social media
* Online Reputation
* Attention-Economy Business
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| **Tuesday, 19 March 2024**10:00-12:00U006 - U006, Ekonominaukio 1 | **Artificial Intelligence (I)*** What is an Artificial Intelligence?
* Types of AI
* Applications of AI in retail
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| **Thursday, 21 March 2024**10:00-12:00U006 - U006, Ekonominaukio 1 | **Artificial Intelligence (II)*** Applications of AI in retail
* Using AI to analyze customers reviews
* Robots
* Ethical Considerations
* **Kick off Assignment 3**
 | Deadline Assignment 2: March, 21 2024 at 8pm |
| **Tuesday, 26 March 2024**10:00-12:00U006 - U006, Ekonominaukio 1 | NO CLASSWork on Assignment 3 |  |
| **Thursday, 4 April 2024**10:00-12:00U006 - U006, Ekonominaukio 1 | NO CLASSWork on Assignment 3 |  |
| **Tuesday, 9 April 2024**10:00-12:00U006 - U006, Ekonominaukio 1 | NO CLASSWork on Assignment 3 |  |
| **Thursday, 11 April 2024**10:00-12:00U006 - U006, Ekonominaukio 1 | **Wrap up** and Presentation of Assignment 3 | Deadline Assignment 3: **April,** **10** 2024 at 8 pm**(ATTENTION!! The day before the class!)** |