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**  10:00-12:00  U006 - U006, Ekonominaukio 1 | **Course Introduction**   * Instructor * Students * Course content:   + General purpose   + Syllabus * Course rules:   + Assignments   + Evaluations |  |
| **Thursday, 29 February 2024**  10:00-12:00  U006 - U006, Ekonominaukio 1 | **Digitalization of Product**   * Ownership of a product * Subscription Economy * Sharing Economy * Privacy paradox * Inside the case: Netflix * **Kick off Assignment 1** |  |
| **Tuesday, 5 March 2024**  10:00-12:00  U006 - 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? |  |
| **Thursday, 7 March 2024**  10:00-12:00  U006 - 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. |  |
| **Tuesday, 12 March 2024**  10:00-12:00  U006 - 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**  10:00-12:00  U006 - U006, Ekonominaukio 1 | **Digitalization of Promotion (II)**   * Social media * Online Reputation * Attention-Economy Business |  |
| **Tuesday, 19 March 2024**  10:00-12:00  U006 - U006, Ekonominaukio 1 | **Artificial Intelligence (I)**   * What is an Artificial Intelligence? * Types of AI * Applications of AI in retail |  |
| **Thursday, 21 March 2024**  10:00-12:00  U006 - 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**  10:00-12:00  U006 - U006, Ekonominaukio 1 | NO CLASS  Work on Assignment 3 |  |
| **Thursday, 4 April 2024**  10:00-12:00  U006 - U006, Ekonominaukio 1 | NO CLASS  Work on Assignment 3 |  |
| **Tuesday, 9 April 2024**  10:00-12:00  U006 - U006, Ekonominaukio 1 | NO CLASS  Work on Assignment 3 |  |
| **Thursday, 11 April 2024**  10:00-12:00  U006 - 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!)** |