

# Digital Marketing: Technological Innovation in Service

## MARK-E1047

### COURSE

Digital Marketing:  
Technological Innovation in  
Service

### INSTRUCTOR

Anastasia Nanni

### STARTING-END DATE

22.4.2024- 29.5.2024

### CLASS

### TOPIC

CLASS	TOPIC	
<p><b>Monday, 22 April 2024</b> 12:15-13:45 T004, Ekonominaukio 1</p>	<p><b>Course Introduction</b></p> <ul style="list-style-type: none"> <li>- Instructor</li> <li>- Students</li> <li>- Course content:               <ul style="list-style-type: none"> <li>o General purpose</li> <li>o Syllabus</li> </ul> </li> <li>- Course rules:               <ul style="list-style-type: none"> <li>o Assignments</li> <li>o Evaluations</li> </ul> </li> </ul>	
<p><b>Wednesday, 24 April 2024</b> 12:15-13:45 T004, Ekonominaukio 1</p>	<p><b>Digitalization of Product</b></p> <ul style="list-style-type: none"> <li>- Ownership of a product</li> <li>- Subscription Economy</li> <li>- Sharing Economy</li> <li>- Privacy paradox</li> <li>- Inside the case: Netflix</li> <li>- <b>Kick off Assignment 1</b></li> </ul>	
<p><b>Monday, 29 April 2024</b> 12:15-13:45 U006, Ekonominaukio 1</p>	<p><b>Digitalization of Place (I):</b></p> <ul style="list-style-type: none"> <li>- From physical store to virtual store</li> <li>- Customer Journey</li> <li>- Types of Digital Shoppers</li> <li>- How physical stores can adapt to digitalization?</li> </ul>	
<p><b>Monday, 6 May 2024</b> 12:15-13:45 U006, Ekonominaukio 1</p>	<p><b>Digitalization of Place (II):</b></p> <ul style="list-style-type: none"> <li>- How physical stores can adapt to digitalization?</li> <li>- Technology in store</li> <li>- Store Layout</li> <li>- Case of an implementation of technology in store.</li> <li>-</li> </ul>	

CLASS	TOPIC	
<p><b>Wednesday, 8 May 2024</b> 12:15-13:45 U006, Ekonominaukio 1</p>	<p><b>Digitalization of Promotion (I)</b></p> <ul style="list-style-type: none"> <li>- Traditional Communication</li> <li>- Digital Communication</li> <li>- Social media</li> </ul> <p><b>Kick off Assignment 2</b></p>	<p><b>Deadline</b> <b>Assignment 1:</b> May ,8 2024 at 8 pm</p>
<p><b>Monday, 13 May 2024</b> 12:15-13:45 U006, Ekonominaukio 1</p>	<p><b>Digitalization of Promotion (II)</b></p> <ul style="list-style-type: none"> <li>- Social media</li> <li>- Online Reputation</li> <li>- Attention-Economy Business</li> </ul>	
<p><b>Wednesday, 15 May 2024</b> 12:15-13:45 U006, Ekonominaukio 1</p>	<p><b>Artificial Intelligence (I)</b></p> <ul style="list-style-type: none"> <li>- What is an Artificial Intelligence?</li> <li>- Types of AI</li> <li>- Applications of AI in retail</li> </ul>	
<p><b>Monday, 20 May 2024</b> 12:15-13:45 U006, Ekonominaukio 1</p>	<p><b>Artificial Intelligence (II)</b></p> <ul style="list-style-type: none"> <li>- Applications of AI in retail</li> <li>- Using AI to analyze customers reviews</li> <li>- Robots</li> <li>- Ethical Considerations</li> <li>- <b>Kick off Assignment 3</b></li> </ul>	<p><b>Deadline</b> <b>Assignment 2:</b> May, 20 2024 at 8pm</p>
<p><b>Wednesday, 22 May 2024</b> 12:15-13:45 U006, Ekonominaukio 1</p>	<p>NO CLASS Work on Assignment 3</p>	

**CLASS****TOPIC**

<b>Monday, 27 May 2024</b> 12:15-13:45 U006, Ekonominaukio 1	NO CLASS Work on Assignment 3	
<b>Monday, 29 May 2024</b> 12:15-13:45 U006, Ekonominaukio 1	NO CLASS Work on Assignment 3	
<b>Monday, 3 June 2024</b>		<b>Deadline</b> <b>Assignment 3</b> June, 3 2024 at 8pm