You Should Take This Class If You

- Want to understand how to market to connected consumers in a changing digital environment
- Want to gain updated knowledge in current advances in marketing in the digital domain (e.g., Mobile apps, online communities)
- Have an interest in working in Digital Marketing and need to understand Freemium pricing, online platforms, and be able to collect preliminary digital insights on your own

Course Description

This course introduces the students to the changing world in the digital era.

Customers today are much more connected than ever and word of mouth and new mediums (e.g., mobile, IoT) have become prevalent.

In this course, we will discuss the challenges that marketing managers encounter in this new world. Specifically, the courses goals are:

1) Provide a deeper understanding of the customer journey

2) Introduce the innovative marketing constructs in the digital world

3) Explore the implications and strategies of marketing in a connected world

Deliverables

- Class Participation (Individual)
- Creating a mobile app for a small business (group, no prior knowledge required)
- Analyzing online chatter for a brand (group)
- Pop quizzes
- Midterm Exam (individual)
- Final Project (group)

Course Essentials

16564  
Thursday  
06:30 – 09:30pm  

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