Course program and reading list
Semester 2 Year 2022

School: Sammy Ofer School of Communications B.A

Digital Marketing

Lecturer: 
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<tr>
<th>Course No.:</th>
<th>Course Type :</th>
<th>Weekly Hours :</th>
<th>Credit:</th>
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<td>7727</td>
<td>Lecture</td>
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Course Requirements:
Final Paper

Group Code: 222772700

Language: English

Course Description

Course Subjects: (1-12 weekly lesson plan)

Week 1: Introduction and course structure

Week 2: What is marketing? And relevant factors for digital marketing.

Week 3: Relevant factors for digital marketing cont.

Week 4: Market research, and online research.
Course Goals

Course Description:

The rise in the usage of different technological platforms such as Facebook, Twitter and Instagram, enables businesses and organizations unprecedented access to diverse data about their target market. These data can foster deep understanding of the market. Alongside this understanding, these technological channels enable direct interaction with different audiences. This course is aimed at providing students with a thorough understanding of the different roles technological platforms plays in the marketing world, while paying special attention to aspects such as social contingent processes, and information flow. During this course the students will be exposed to diverse concepts, methods, and applications that utilizes the data available through the different technological platforms.

Grading

Assignments and Requirements:

All members of the class share responsibility for being active participants. As part of this class, every student is required to fulfill the following assignments:
30% - Completion of online classes, and the assignment given following each week's class (10 assignments throughout the semester).

20% - Declaration of intent document

50% - Final assignment

** up to 5 points bonus for relevant examples of viral content (analyzed according to the STEPPS model).

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**Reading List**

**Bibliography**

Books:


Papers:


