INTRODUCTION

Currently the communication with customers is no longer unidirectional. We live in a world where information is much faster than we are able to process and rules of traditional marketing have changed.

We must change the strategy and tactics in order to be prepared to face an environment where the customers have a lot of options, where they can quickly compare various products and services and where the value lies precisely in knowing how to manage power of communication between all the stakeholders.

This module will analyse the new forms of communication and relationship between the stakeholders of a company through the offline and online channels.

AIMS

- Understand XXI century consumer attitudes and its relationship with Web 2.0.
- Deepen in the new and innovative systems and business communication tools.
- Learn how to manage communication as a conversation with stakeholders rather than like a monologue with consumers.
- Learn how to manage CSR communication.
- Knowing how to manage a brand in web 2.0.
- Understand the benefits of the Social Media Marketing.
- Knowing the most important tools of Social Media Marketing.
- Engage conversation with consumers in social media: content for the engagement.
- Transferring the learning points of this module in the marketing mix of the marketing plans.

METHODOLOGY

Case study scenarios and readings are used to illustrate the concepts and tools in real-life situations. Theoretical explanations are provided as a framework to support class participation and work through the assignments outside of class.

Preparedness and active participation are expected and encouraged to maximize the learning experience.

EVALUATION

Participants will be evaluated according to the acquired knowledge on the subject and to their participation. 60% of the final grade will be based on a minimum of one written assignment or quiz during the course and the final exam. The other 40% will be based on the quality and consistency of their participation. However in order to get a passing grade for this course, participants need to pass the written part of the evaluation.
BIBLIOGRAPHY

- The new rules of marketing and public relations : how to use social media, online video, mobile applications, blogs, news releases, & viral marketing to reach buyers directly / David Meerman Scott. -- New Jersey : WILEY, 2011. -- 366 p. -- ISBN 9781118026984


- Good works! : marketing and corporate initiatives that build a better world... and the bottom line / Philip Kotler ; David Hessekiel ; Nancy R. Lee. -- New Jersey : Wiley, 2012. -- 282 p. -- ISBN 9781118206683