Course Title: Issues in current marketing

Course Number: ____________
Number of credit points____
Mini-Semester: of the Academic Year: ______
Time: (Day & Hour) ______________

Course Instructor: Yaniv Levyatan Ph.D
E-mail: yaniv@levyatan.co.il
Telephone: 052-2630111
Meeting time for students: by appointment

Teaching Assistant: ________________
E-mail: 
Telephone: 
Meeting times for students:__________ (or by appointment)

Syllabus: (choose and get into details of the relevant parts)

Course Objectives: get acquaintance with current marketing trends, opportunities and challenges

Course Content & Scope: The digital revolution forces new approaches to marketing methods. The course will go through various aspects of digital marketing and the disruptive process it is forcing on organizations and businesses

Teaching Methods: Class discussions

Teaching Materials: Reading list

Readings (Compulsory / Recommended):
John J Jerkovich, SEO Warrior (2009)
Argenti and Barnes, Digital Strategies for powerful corporate communications (2010)
Jose Van Dijck, The culture of connectivity (2013)

Cristopher Hadnagy, Social Engineering: The art of human hacking (2011)

**Student Assessment:**
Course Assignments:

Final individual project
Work is to be presented in class (20%) and submitted via E-mail attachment (80%)
Length of work: 10 pages (this is for work presented by 1 student)
Submission date:________________

**Course Plan**

**Lesson 1.  25.10.18**
lecture - introduction

**Lesson 2.  1.11.18**
lecture - The battle for the mind

**Lesson 3.  8.11.18**
lecture - Marketing communication
Argenti and Barnes, *Digital Strategies for powerful corporate communications* (2010) Chapter .1

**Lesson 4.  15.11.18**
lecture - Digital Marketing

**Lesson 5.  22.11.18**
lecture - Social Media
Jose Van Dijck, *The culture of connectivity* (2013) Chapter .2

**Lesson 6.  29.11.18**
presentations

**Lesson 7.  6.12.18**
presentations