Interactive Marketing Communication

May, 2017

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Subjects: graduate students

Class time: May 15~June 7 (15:00-18:15 p.m. Mon. & Wed.)

Class format: Graduate seminar based on reading materials (journal’s articles)

Purpose of the class
This is an intermediary course for comprehensive understanding on the topic of advertising & marketing communication in the world of interactive and digitalized media. The major purpose is to help you better understand the concept and theory related to various types of new media characteristics and online consumer behavior. With this knowledge, you should be able to develop a research idea to explore in experimental or survey research.

Grading
Attendance, class participation and the quality of research idea

GUIDELINE TO DEVELOP A RESEARCH IDEA

The purpose is to nurture a research proposal for an experiment or survey research.

- For this, you need to decide a research topic providing background information for a phenomenon or issue regarding online consumer behavior.
- Following this, you set the specific objective of your research
- Then, you justify why the issue or phenomenon is important and needs an investigation; what is the possible contribution of this research.
- Finally, you provide full literature review to come up with valid research questions or hypotheses for your research purpose, specifying independent variables and dependent variables and possibly moderators or mediators.
CLASS SCHEDULE & SUGGESTED READING:

Week 1: Beginning
May 15 (M); Course Introduction; concept of interactivity and the interactive marketing environment

Suggested reading materials:
Liu & Shrum (2002). What is interactivity and is it always such a good thing? Implications of definition, person, and situation for the influence of interactivity on advertising effectiveness, Journal of Advertising, 31(4), 53-64.

May 17 (W); marketing in virtual world: telepresence, social presence


Week 2:
May 22 (M); marketing in social media and eWOM
Xia Wanga, Chunling Yub, Yujie Weic (2012). Social Media Peer


May 24 (W); mobile marketing


Week 3:

May 29 (M); marketing in online game


May 31 (W): Online trust and native advertising

Week 4: Ending
June 7 (W): Presentation of research ideas, Evaluation of proposals follow-up discussion, and the conclusion

*The reading materials are tentative and can be changed as needed.