



# Ewha International Summer College

## Course Syllabus

### Social Media & Digital Marketing

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 Home Univ.: Ewha Womans University  
 Dept.: Business School

**Description:** This course is an introduction to the major theoretical approaches and current debates on Digital Marketing. The focus of this course is on macro- and micro-level phenomena of customers and firms in digital environment.

**Objective:** The main objective of this course is to introduce students to Digital Marketing. Students taking this course should expect to:

- Gain a solid understanding of digital marketing and related research
- Learn the landscape of digital marketing analytics
- Understand and develop a concept of digital transformation integrating digital and analog blocks.

**Prerequisite::** Basic understanding of marketing management or principles of marketing

Credits	3	Contact Hours	45
Week 1	6/25(Thu)	Introduction	
Week 2	6/29(Mon)	4ps in digital environment: product	
	6/30(Tue)	4ps in digital environment: promotion	
	7/1(Wed)	4ps in digital environment: distribution	
	7/2(Thu)	4ps in digital environment: pricing	
Week 3	7/6(Mon)	Case and presentation	
	7/7(Tue)	Marketing web analytics I	
	7/8(Wed)	Marketing web analytics II	
	7/9(Thu)	Mid-term exam	
Week 4	7/13(Mon)	Digitalization of marketing	
	7/14(Tue)	Concerns about digitalization	
	7/15(Wed)	Role of digital in analog environment	
	7/16(Thu)	Digital transformation of marketing	
Week 5	7/20(Mon)	Final exam	
	7/21(Tue)	Group project presentation	

Course schedule is subject to change; any change will be noticed in advance

Evaluation(%)	Midterm 30%	Final 30%	Attendance 10%	Group project 30%		
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