

IDSc 6455 Web 2.0: The Business of Social Media

Executive Summary

Course: IDSc 6455 Web 2.0: The Business of Social Media
Credits: 2 credits
Prerequisites: MBA Student

Description

Social media technologies have profoundly changed how we live, work, and do business. In recent years, many companies have launched social media initiatives to leverage these technologies to better connect with customers, suppliers, and employees. Despite thousands to millions of dollars invested, success is not guaranteed. Why? What opportunities and challenges do social media technologies bring to businesses in brand management, collaboration, community building, innovation, and marketing? What are the best and worst practices?

In this course, we work together to answer these questions through a combination of readings, class and online discussion, cases analyses, and hands-on assignments. You will learn the concepts and principles related to new business models supported by innovative use of social media technologies such as blogs, wikis, and online social networks such as Facebook, Twitter, and Pinterest. You will gain hands-on experience with popular social media applications and platforms. You will also have the opportunity to learn the latest research on the subject.