

**AMS Teaching Digital Marketing Certificate Program
2018 Academy of Marketing Science (AMS)
Annual Meeting**



Session 1 Digital Marketing: Getting Started with Digital Marketing

Session 2 Digital Marketing: Creating Assignments and Integrating Industry Resources

Wednesday, May 23, 2018
8:00am – 12:00pm

Janna Parker, Debra Zahay, and Kevin James

With the growth of Internet use and ecommerce in a global economy, the need for digital marketing to be incorporated into marketing curriculum has become increasingly important in producing graduates who are ready to enter the workforce. Designing courses that incorporate technology and trends can be a daunting task for those getting started. Attendees will be provided with resources that will assist in developing digital marketing curriculum as well as suggestions for creating syllabi and assignments. A digital course pack that includes sample syllabi, assignments, and rubrics will be given to registered attendees. Registered attendees will complete a short online quiz after attending the sessions. After passing the quiz, attendees will be given a certificate of completion signifying a professional achievement.

Session 1 Digital Marketing: Getting Started with Digital Marketing

This session focuses on the broad curriculum decisions that departments must address. Depending on the resources available and the mission of the department, methods for integrating digital marketing will vary. Curriculum design at all levels will be addressed including: 1) creating a minor in digital, 2) designing an overview course, and 3) incorporating digital marketing into existing courses.

Session 2 Digital Marketing: Creating Assignments and Integrating Industry Resources

This session focuses on specific course content for digital courses to include website design, SEO/PPC, and social media. Instructors have a wide variety of options to include industry certifications, software, and analytics. The presenters will provide examples of assignments they have used that incorporate these tools into their course design.

Place: Hilton Riverside—New Orleans

Date: Wednesday, May 23, 2018

Time: 8:00 am – 12:00 pm

Cost: \$90 (Participants must be registered for the 2018 AMS Annual Conference.)

Registration: Participants need to register on the AMS website

Presenters:

Janna Parker is an Assistant Professor of Marketing at James Madison University. She has contributed chapters to *Social Media Marketing: A Strategic Approach (2nd edition)*. Her research has been published in *Journal of Retailing and Consumer Services*, *Journal of Business Ethics*, and *Journal of Consumer Marketing*. She is the Director of Social Media for the Academy of Marketing Science. Janna teaches Strategic Internet Marketing and Integrated Marketing Communications.

Debra Zahay is a Professor of Marketing and Chair of Marketing, Entrepreneurship and Digital Media Management at St. Edward's University. She co-authored *Internet Marketing: Integrating Online and Offline Strategies (4th edition)* and *Social Media Marketing: A Strategic Approach (2nd edition)*. She sole-authored *Digital Marketing Management: A Handbook for the Current (or Future) CEO*. Her research has been published in journals such as *Journal of Interactive Marketing*, *Journal of Business Research*, *Journal of Product Innovation Management*, *Decision Sciences*, and *Industrial Marketing Management*. Debra has served on editorial boards and is the editor-in-chief of the *Journal of Research in Interactive Marketing*.

Kevin James is an Assistant Professor of Marketing in the College of Business and Technology at University of Texas at Tyler. His research has been published in the *Journal of Business Research*, *Journal of Applied Management and Entrepreneurship*, and the *European Business Review*. He is also active in participating in a variety of marketing conferences around the world including The Academy of Marketing Science, American Marketing Association, and Society for Marketing Advances. Kevin teaches an Integrated Marketing Communications course with an emphasis on social media.