Course Title: New Media and Social Media

Course Code: GCIN2020

Instructor: Dr. Dixon Wong

Abstract: Digitalization has become a central part of consumer life and the business world. Our economy, society and culture are being significantly (re-)articulated and shaped of digitalization and the Internet. In addition, new media and social media have become two very important pillars of creativity and innovation, marketing and management practices for consumer and business, from designing, hiring, reputation management to customer service. Different forms of new media, and social media, including QR codes, YouTube, Facebook MeWe, Instagram, Pinterest, Netflix Amazon, and Apple TV+, etc. are dramatically changing creative processes, technological development, value chains, buying behavior and customer service in our society. The course aims to provide students with an insight into how new media and social media inspire creativity and innovation, affect consumers and the society, as well as the cultural and organizational dynamics of the business world.