

Course code	GCIN2020
Course Title	New Media and Social Media
Course Description	Digitalization has become a central part of consumer life and the business world. Our economy, society and culture are being significantly shaped by the development of digitalization and the Internet. Nowadays, new media and social media have become two very important pillars of marketing and management practices for both consumer and business, from hiring to reputation management to customer service. Different forms of new media, including QR codes, Facebook page, Google+, Pinterest and Amazon, 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 affect consumers and the society, as well as the cultural and organizational dynamics of the business world.
Learning Outcomes	On successful completion of this course, students should be able to: <ol style="list-style-type: none"> 1) understand the cultural, economic and social dimensions of the development of new media 2) analyze the impact of the development of new media on social transformation and business behaviour 3) examine the creative process embedded in the development of new media
Study Load	45 contact hours + 105 learning hours
Assessments	Class Participation (20%) Coursework (80%): Written Assignments + Group Project + Presentations