



**Special Conference Seminar and Professional Development Certificate:  
Teaching Digital Marketing  
2019 Academy of Marketing Science Annual Conference  
Vancouver, BC**

*Session 1 Digital Marketing: Getting Started with Digital Marketing*

*Session 2 Digital Marketing: Creating Assignments and Integrating Industry Resources*

Wednesday, May 29, 2019

8 am to 12 pm

Debra Zahay, Janna Parker, and Spencer Ross

With the growth of Internet use and e-commerce in a global economy, the need for digital marketing to be incorporated into the 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 of this workshop will be provided with resources that will assist in developing digital marketing curriculum as well as suggestions on 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 that can be used to show professional development for accreditation purposes.

***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.

***Session 2 Digital Marketing: Creating Assignments and Integrating Industry Resources:***

This session focuses on specific course content for digital courses. 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.

**Date:** Wednesday, May 29, 2019

**Time:** 8 am to 12 pm.

**Cost:** \$90 (Participants must be registered for the conference)

**Registration:** Participants can [register here](#) or on the AMS website's [Annual Conference Information Page](#)

## Presenters:



Debra Zahay is 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 (3<sup>rd</sup> and 4<sup>th</sup> editions) and Social Media Marketing: A Strategic Approach (2<sup>nd</sup> edition). She sole authored Digital Marketing Management: A Handbook for the Current (or Future) CEO.* Her research has been published in journals such as the *Journal of Interactive Marketing, Journal of Business Research, Journal of Product Innovation Management, Decision Sciences, and Industrial Marketing Management.* She has served on editorial boards and was the editor-in-chief of the *Journal of Research in Interactive Marketing.*



Janna Parker is an Assistant Professor of marketing at James Madison University. She has contributed chapters to *Social Media Marketing: A Strategic Approach (2<sup>nd</sup> edition).* Her research has been published in journals such as the *Journal of Retailing and Consumer Services, Journal of Business Ethics, and Journal of Consumer Marketing.* Janna has taught digital courses including Social Media Marketing and Strategic Internet Marketing. She has integrated digital marketing in more traditional marketing courses such as Integrated Marketing Communications, Nonprofit Marketing, and Retailing. She is the Vice President of Development for the Academy of Marketing Science



Spencer M. Ross is Assistant Professor in the Marketing, Entrepreneurship and Innovation Department at UMass Lowell's Manning School of Business. In the interactive marketing context, Dr. Ross's research focuses on consumer engagement with digital marketing innovations such as inter-brand communication on social media platforms (e.g., Twitter, Instagram), holographic consumption experiences, and visual media strengthening consumer-brand perceptions. In the transformative consumer research context, he is primarily focused on prosocial consumption behaviors including consumer dispositions toward prosocial consumption, materialism, and mindfulness. He has published in the *Journal of Marketing Education* on the use of Slack in courses, as well as other works published in the *European Journal of Marketing, Journal of Public Policy & Marketing, Journal of Business Research, and Journal of Consumer Affairs.*