
DIGITAL DISRUPTION AND INNOVATION in Fall 2020 (CM5020B)

Course Code	CM5020B	Professor(s)	Anthony Hamelle
Prerequisites	None	Office Number	N/A
Class Schedule	F: 16:20-19:45 in Q-704 M: 18:00-19:30 in RMOTE-00 R: 10:50-14:15 in Q-604 S: 10:00-18:00 in C-102 W: 16:20-19:45 in Q-704	Office Hours	N/A
Credits	2	Email	ahamelle@aup.edu
Semester	Fall 2020	Office Tel. Ext.	N/A

Course Description

-
- Wednesday, 28 October (16h20-20h30) room Q-604 (69 quai d'Orsay, 75007 Paris)
 - Thursday, 29 October (10h50-14h15) room Q-604 (69 quai d'Orsay, 75007 Paris)
 - Friday, 30 October (16h20-20h30) room Q-604 (69 quai d'Orsay, 75007 Paris)
 - Saturday, 31 October (10am-6pm) room Q-604 (69 quai d'Orsay, 75007 Paris)

MODULE DESCRIPTION:

In a world saturated in digital content, where digital media are no longer disruptive in themselves but form a cultural foundation, communicators must find innovative ways to stand out and engage their audience. This module will draw on current digital strategies and examine emerging industry trends in order to challenge students to conceive innovative digital solutions for brands and other stakeholders and to rethink how agencies function.

Course Learning Outcomes

The concept of trends and their dynamics.

The role of trends and forecasting in society from a multidisciplinary perspective: food, beauty,

transportation, fashion, brand identity....

General Education

SKILL/ COMPETENCY ACQUISITION

- Fundamentals of branding, marketing and advertising in a digital era
- Advertising Agency Processes & Functions

Course Outline

GRADUATE PROGRAM LEARNING OBJECTIVES:

-

CLASSES 1 & 2 - THE BASICS

What is a digital world? What is a social world? What is a world where powers are lost for some and gained by many? How do we make sense of this world for brands?

The first class of the module draws on social sciences, technology, marketing principles, advertising campaigns and history to create a framework for understanding and approaching the digital public space as a brand. The dynamics of social communications and the ways brands move in that new environment are analysed: the sense and power of communities, influence and cascades (word of mouth), the horizontalisation of the public space, the creation of brand stories therein.

The second class dives into the new forms of storytelling and touches upon controversial debates surrounding algorithms, fake news, privacy...

CLASS 3 - CASE STUDIES

Case studies will be shared with the students who will be asked, in turn, to conduct and present their own case studies.

CLASS 4 - APPLICATIONS

The first half of the class will be dedicated to the following applied notions:

- The fundamentals of branding in a digital world;
- Insights generation and analysis;
- Engagement strategies.

The second half of the class will consist of case studies conducted and presented by the students.

Textbooks

This course doesn't have any textbook.

Attendance Policy

ATTENDANCE POLICY:

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Covid-19 temporary amendments:

Students studying at The American University of Paris are **STILL EXPECTED TO ATTEND ALL** scheduled classes. Due to the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances apply. For example when students are placed under quarantine by the French authorities or by their doctor, or when students present symptoms of Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, Students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and *especially during the Drop/Add and Exam Periods*.

ENGLISH LANGUAGE PROFICIENCY STATEMENT: As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the graduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.

Grading Policy

GRADING:

-

Two case studies carried out in class, in groups.

-

-

ATTENDANCE:

Participation in case studies during the seminar.

Other
