

COST AND SESSION INFORMATION

The eight-hour program over four Thursday evenings will cost \$1,000. Each two-hour session will cover one of the four main pillars of current best practice in digital media and advertising. Pillars can be seen in detail under Program Format. Session dates include:

▸ **Next Session:** March 27, April 3, 10, 17

For half-day group sessions (five to ten individuals), contact the Institute for Media, Culture and Ethics.

REGISTRATION

To register for this class, please contact the Institute for Media, Culture and Ethics at mediainstitute@bellarmine.edu.

CONTACT INFORMATION

For more information, contact the Institute for Media, Culture and Ethics at mediainstitute@bellarmine.edu or 502.452.8324.



BELLARMINE UNIVERSITY

Institute for Media, Culture and Ethics
2001 Newburg Road | Louisville, Kentucky 40205
mediainstitute@bellarmine.edu | 502.452.8324

www.bellarmine.edu

the digital era
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iPods
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advertising

branding
mixing
fusion
networks
convergence

BELLARMINE UNIVERSITY
Institute for Media, Culture and Ethics

Understanding Converged Media and Marketing

PROGRAM OVERVIEW

Every company is a media company, whether it accepts it or not. New technologies and new online cultures have transformed the way organizations interact with customers, partners, and those who influence opinion in their industry. Given today's online "Wild West" of choices, how does a professional manager stay on top of a digital media and marketing environment that seems to change every week?

Bellarmino University's Institute for Media, Culture and Ethics offers a comprehensive foundation course in digital media and marketing starting in October 2007. This program arms the busy professional with the knowledge and tools to compete in a media-saturated marketplace.

Offered over four Thursday evenings at Bellarmino's downtown Campus (B-Catalyst Building located at 124 North First Street), Understanding Converged Media and Marketing delivers the latest information about online demographics, media, marketing, and e-commerce to apply to the challenges you face in your organization. The course does not teach implementation or specific technical programming for digital media and marketing campaigns. It provides a template for making sense of digital media and marketing, both how it's done today and how it will be done tomorrow.

WHO SHOULD ATTEND

This program is designed for experienced mid-to senior-level professionals involved in the development of media and marketing strategy. However, the program is also appropriate for general managers or executives working in areas such as product development, operations or customer service. It offers local organizations an ideal opportunity for giving a cross-disciplinary team a 360 degree view of digital media and marketing so they can make better decisions with less risk and greater success.

THE LEARNING EXPERIENCE

The program will draw directly from student experiences to map all of the previous content into a Louisville-specific context. Using some of the latest technologies, students can carry on the conversation outside of class. Using wiki and social networking software will give students their own password-protected community where they can network and share ideas.

INSTRUCTOR: JOHN DU PRE GAUNTT

John du Pre Gauntt is a senior analyst at eMarketer (www.emarketer.com), a New York City market research firm that offers the most comprehensive coverage of online media, marketing and emerging technologies. John's analysis and commentary of the convergence of telecommunications, entertainment and marketing have been featured in *The Economist*, *The Financial Times*, *The Wall Street Journal*, *The New York Times* and *The World Economic Forum*, as well as a range of industry associations and academic institutions.

Before joining eMarketer, John provided high-level custom research projects related to strategy for digital entertainment and marketing to clients such as NTT DoCoMo, Telecom Italia, the Economist Intelligence Unit, Google, PricewaterhouseCoopers and Morgan Stanley. John holds a Master of Science degree (MS) with distinction from the London School of Economics, where he studied information systems.

DETAILED PROGRAM FORMAT

Professionals attending the program will participate in wide-ranging and challenging discussions with the latest market data. The following outline provides a snapshot of the subjects to be covered at each two-hour Thursday meeting.

- Digital Demographics and Usage**
Students will take a quantitative journey into the heart of today's online population from the point-of-view of demographics, usage, geography, technology and monetization. Learn who is on the Internet, what they are doing and where you can find them.
- Digital Media and Entertainment**
Students will learn about the primary digital media channels at work today. Learn what is being sent and received online, and how.
- Marketing and Advertising**
Part 1: The Landscape
Students will learn about the size and scope of online marketing and advertising, online branding, integration across platforms and the future of marketing organizations.
- Media and Advertising**
Part 2: Online Techniques and Technologies
Students will learn how specific online marketing and advertising formats feed into larger issues. Topics will include: various forms of advertising, direct marketing online, emerging marketing platforms and how to measure success.