



# Academy of Marketing Science

**Special Conference Seminar and  
Professional Development Certificate:  
Teaching Digital Marketing  
2024 Academy of Marketing Science (AMS)  
Annual Conference, Coral Gables, FL**



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

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

With the growth of Internet use and e-commerce in a global economy, the need to include digital marketing in the marketing curriculum has become increasingly important in producing graduates ready to enter the workforce. However, designing courses that combine technology and trends can be a daunting task for those getting started. Registered attendees will receive a digital course pack containing sample syllabi and assignments. After passing a short quiz, attendees will be issued a certificate of completion 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 department's mission, 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, including industry certifications, software, and analytics. The presenters will provide examples of assignments they have used that incorporate these tools into their course design.

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

**Registration:** Participants need to register on the AMS website

**Presenters:** Kevin James, Janna Parker, and Debra Zahay



Dr. Kevin James is an Associate Professor of Marketing and Department Chair for the Department of Management and Marketing at Soules College of Business at the University of Texas at Tyler. Dr. James' primary research areas include social media and value as it relates to marketing, healthcare, and cross-cultural behavior. His research has been published in journals such as the *Journal of Business Research*, *Journal of Marketing Education*, *Journal of Marketing Theory and Practice*, *Journal of Retailing and Consumer Services*, and the *European Business Review*. He has taught numerous marketing courses, including Promotions with a social media focus. He joined AMS as a doctoral student and has volunteered in many roles including as a track chair. He served as the AMS Director of Professional Engagement, and in this role, he produced a six-video series on Teaching Fundamentals of Marketing Education.



Dr. Janna Parker is an Associate Professor of Marketing at James Madison University. Her research has been published in journals such as the *Journal of Business Research*, *Journal of Retailing and Consumer Services*, *Journal of Business Ethics*, *Journal of Marketing Education*, and *Journal of Consumer Marketing*. Her teaching includes Omnichannel Retailing, Strategic Internet Marketing, Social Media Marketing, and Integrated Marketing Communications. She co-authored *Social Media Marketing: A Strategic Approach 3e* and contributed to 2e. She joined AMS as a doctoral student and soon began serving in roles such as track chair. She has held numerous leadership roles including Director of Social Media, Vice President for Development, Vice President of Engagement, and her current role as Director of Domestic Programs. In 2021, she was presented with The Harold and Muriel Berkman Award for Faculty Achievement and Development for her service to AMS as a junior faculty member. She serves on several editorial boards and is the Social Media Editor for the *Journal of Business Research*.



Dr. Debra Zahay is a Professor of Marketing at St. Edward's University. She co-authored *Digital Marketing Foundations and Strategy 5e* (Previous editions *Internet Marketing: Integrating Online and Offline Strategies 3e and 4e*), and *Social Media Marketing: A Strategic Approach 2e and 3e*. In addition, 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*. She has been an active AMS member for many years and has served as a track chair for multiple conferences.