

6 weeks (excluding orientation)

Entirely online

Self-paced learning

6-8 hours/week*

**The recommended weekly time commitment for core content is 4-5 hours, taking into account the busy lifestyles of working professionals, with an additional 2-3 hours recommended for non-compulsory weekly extension activities, should you have the time. Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.*

Learn how to leverage internal processes and liaise with external stakeholders to maximize opportunities for innovation as you follow your learning path through the weekly modules of this online program:

ORIENTATION - WELCOME TO YOUR ONLINE CAMPUS

You'll be welcomed to the program and begin connecting with fellow participants, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed. You'll be required to complete your participant profile, confirm your certificate delivery address, and submit a digital copy of your passport/ identity document.

MODULE 1 - THE HYPE MACHINE: SOCIAL MEDIA AND THE BRAIN

Learn more about how social media influences the brain.

- Review the neurological structures that make the brain so responsive to social media
- Explain how the design of social media affects the brain and therefore behavior
- Determine how social influence and social signals change behavior
- Analyze how you can use the neuroscience of social media to create engagement, insight, and action

MODULE 2 - THE ECONOMICS OF SOCIAL MEDIA: LEVERAGING THE ATTENTION ECONOMY

Discover how economic forces shape the Hype Machine.

- Describe how the structure of the attention economy impacts social media and behavior
- Review the strategic implications of direct, indirect, and local network effects
- Explain how interoperability impacts network effects and social media
- Articulate how organizations and individuals can leverage network effects and the attention economy to achieve engagement, insight, and action

MODULE 3 - UNDER THE HOOD OF THE HYPE MACHINE: HOW SOCIAL MEDIA WORKS

Explore the anatomy of the Hype Machine.

- Recognize the three elements that make social media work
- Describe how the structure of the Hype Machine impacts behavior
- Articulate how social media is shaped by the levers of code, norms, laws, and money
- Analyze how the anatomy of the Hype Machine shapes behavior

MODULE 4 - PERSONALIZED MASS PERSUASION

Explore how personalized persuasion techniques can be incorporated into marketing.

- Apply how optimization and marketing analytics can be used in marketing strategy
- Identify how microtargeting is used to create behavioral change
- Calculate return on investment for marketing
- Recommend improvements to an integrated social media marketing program

MODULE 5 - HYPERSOCIALIZATION PLAYBOOK

Learn how to apply the five tactics of the hypersocialization playbook to your context.

- Explain how social network targeting can be used to achieve behavior change
- Outline what makes referral marketing strategies successful
- Demonstrate how to use social advertising and viral design to accelerate behavior change
- Articulate how influencer marketing can be used to promote a message
- Apply the hypersocialization playbook to strategy

MODULE 6 - THE FUTURE OF THE SOCIAL MEDIA HYPE MACHINE

Explore future trends and ethical considerations for social media.

- Articulate the potential impact of future trends in social media on organizational strategy
- Investigate ethical issues in social media and their implications for society
- Recommend strategies that steer social media towards its promise, rather than its peril

*** Schedule subject to change