

V Madrid Marketing Workshop

"Social Media and Interactive Marketing"

Lugar: Universidad Carlos III de Madrid. Campus Puerta de Toledo. Puerta de Toledo, 1
Día: 28 de abril de 2015
Hora: 9.20h a 14.30h
Sala: 1.A.04

Agenda

09.20 – 09.30	Bienvenida y recepción	Sala 1.A.04
09.30 – 10.15	Sesion I. Debra Trampe (Croningen University) Annoying Advertising"	Sala 1.A.04
10.15 – 11.00	Sesion II. Lisette de Vries (Münster University) "How Advertising, Social Media and eWOM Build Brands and Acquire Customers"	Sala 1.A.04
11.00 – 11.30	Café	Sala 1.A.04
11.30 – 12.15	Sesión III. Carlos Flavian (Universidad de Zaragoza) "Towards the understanding of user's behaviour in social networks"	Sala 1.A.04
12.15 – 13.00	Sesion IV. Manuel Ceballos (Universidad Carlos III de Madrid) "Impact of FCC on UGC en Twitter: using a new Social Media Monitoring Tool"	Sala 1.A.04
13.00 – 13.45	Sesion V. Eline de Vries (Universidad Carlos III de Madrid) "Interactive Cinema Advertising: it's impact on Recommendation Likelihood and Buying Intention"	Sala 1.A.04
13.45 - 14.25	Round Table: Carmen Abril (IE Business School), José María Cubillo (ESIC Business & Marketing School), Pablo Muñoz (FCBSpain), Nora Lado (Universidad Carlos III de Madrid)	Sala 1.A.04
14.25– 14.30	Clausura	Sala 1.A.04

Información adicional

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