



The new age of marketing: How social media has changed the marketing landscape

By Richards Macdonald

GRIN Verlag Apr 2013, 2013. Taschenbuch. Book Condition: Neu. 211x146x7 mm. This item is printed on demand - Print on Demand Neuware - Research paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: B, The University of Chicago, language: English, abstract: The social media marketing has affected the landscape of the conventional marketing substantially and the frameworks and the methodologies of conventional marketing has also been affected significantly with the increase in popularity and influence of the social media marketing. The paper provides background information on the subject under research, including appropriate concepts, theories, ongoing debates and issues and the statement of the problem, the research questions and the appropriate hypothesis. The objectives of this dissertation are to illustrate the changes made by the social media marketing on conventional marketing landscape and its frameworks and methodologies. It also compares and contrasts the social media marketing and conventional marketing. The changes made by social media marketing on the current marketing landscape are demonstrated by analyzing current case studies. The dissertation also includes the analysis and recommendations of the ways which might lead to replacement of the conventional marketing methodologies by...



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