Interactive Special Session: Teaching Internet Solutions with Wix

Mark Rosenbaum
University of South Carolina
Ohad Bolotin
Wix
Karen Edwards
University of South Carolina

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.

Interactive Special Session: Teaching Internet Solutions with Wix

Session Chairs:
Mark S. Rosenbaum, University of South Carolina, USA
Ohad Bolotin, Wix, Israel
Karen Edwards, University of South Carolina, USA

Declaration:
Each presenter has agreed to register for the conference and to present the special session, if the proposal is accepted. None of the papers has been submitted to other conference tracks, and none have previously been presented at EMAC.

Abstract

This special session is not about sitting to academic talk, it's about participants learning how to use Internet solutions in their courses. This session will have participants creating stunning websites within 90 minutes.

Many marketing courses, as well as countless other courses in retailing, fashion merchandising, hospitality, tourism, small business, entertainment management, entrepreneurship, event planning, and so forth, are discussing the use of Internet as part of essential everyday business practices. For example, many courses discuss the use of online commerce for selling products and services, promotion and selling of music, or the use of blogs for personal (e.g., music) or brand (e.g., fashion) promotion.

Many marketing instructors have tended to emphasize theory over practice in their courses. That is, although courses discuss the importance of e-commerce, students rarely have had the opportunity to create and to operate an entire online store from creation through launch. This is also true in hospitality and tourism courses in which students discuss online businesses, but, they often lack hands-on experience with creating organizations that accept reservations and promote guest reviewers. For too long, music, entertainment, and advertising/IMC professors have discussed best online practices; however, students rarely had opportunities to bring content into practice. The reason for the oversight is understandable as many business professors lack a thorough understanding of creating Internet solutions; this special session addresses this void.

The goal of this proposed 90-minute interactive special session is to introduce Marketing academics, who have an interest in teaching Internet-based solutions tin their business-oriented courses, with Wix. During the interactive special session, Dr. Rosenbaum, Department of Retailing Chair and Professor, at the University of South Carolina, along with Ohad Bolotin, Director of University Relations at Wix, and Karen Edwards, J.D., will show educators how to use Wix for Internet solutions, including the creation of online stores, blogs, bookings, and video/music promotion using online templates and artificial design intelligence.

Participants will have to bring their laptops to the interactive special session. Further, each participant will be given a code that they can offer students for one free of free access to Wix's premium features, so that they can permit students to proceed from website creation through launch. Educators can encourage their students to become entrepreneurs during their class.

Another objective of the interactive special session is to introduce marketing academics, as well as the marketing discipline in general, to a global curriculum that the University of South Carolina has developed for an Internet Retailing course, or any digital marketing course, using Wix. All the content will be made available gratis to marketing academics and they can select the entire course, or modules, for their own course content. Key topics in the course follow on the next page. Overall, interactive special session attendees will leave with an introduction to Wix and with a knowledge of where they can proceed to obtain educational resources.

Proposed Internet Retailing with Wix Modules. All content will be available to academics for free. Created by the University of South Carolina Dept. of Retailing and Wix.

Module 1:   Understanding why service organizations need to be online
              Inspiration using websites built with Wix

Module 2:   Introduction to Website Design
              Best practices in retail, hotel, event planning, and sports management
              Using Wix Editor

Module 3:   Role of e-commerce in retail trends
              Introduction to Store Manager in Wix

Module 4:   Shipping in E-commerce
              Complete the 4P's, product, payment, premium, and publish

Module 5:   The Practice of Selling Collections in Retailing
              Creating product collections with Wix

Module 6:   The role of coupons and incentives in contemporary retailing
              Creating coupons with Wix

Module 7:   Building and Fostering Customer Trust Online
              Using Wix for FAQs, Testimonials, Reviews, and the About Page

Module 8:   Search Engine Optimization
              SEC using WIx

Module 9:   Artificial Design Intelligence

Module 10:   Enhancing Design: Intellectual Property Rights Online
              Wix for Logo Creation and Design

Module 11:   Best practices in Landing Pages
              Using Wix to get subscribers, use lightboxes

Module 12:   Use of Mobile Phones in E-Commerce
              Wix Mobile Editor

Module 13:   Customer Relationship Management in Online Environments
              CRM using Wix Chat, Forum, and Members (password protection)

Module 14:   Emerging Trends in Online Retailing
              Using Wix for "movement" in websites
              Using Wix for Youtubers and film

After the instruction, session attendees will be given an overview of the free content and website access to Wix University.