

**Social Networks**  
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**Lecture – 13**  
**Introduction to Social Networks**  
**Marketing on Social Networks**

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Lastly, how do you market a product on social networks of course, the era of putting advertisements on let us say notice board or let us say a TV commercial is long gone, today people use social networks to market their product.

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What is the science of this? How do you ensure that your product becomes viral or a piece of video becomes viral? What should you note rather what should you do in order to market something so that it reaches the mass? We are going to discuss the whole lot about this and we are also going to see the sort of link between how do you market a product to how does a belief propagate, how does a piece of information propagate, how do things cascade so on and so forth.

So, these are all just some of the cool ideas that we will see in the course. In fact, the course is some 5-6 times more than what I just now introduced. These are some of the cool ideas that we will be seeing, there are lot more ideas coming up.