

# Course Schedule

Grow your analytical expertise as you work through the weekly modules of this online program.

WEEK 1	<ul style="list-style-type: none"><li>• Welcome to your Online Campus</li></ul>
WEEK 2	<b>Introduction to Data Analytics in Healthcare</b> <ul style="list-style-type: none"><li>• The new patient decision journey: impact on the future of healthcare marketing and performance measurement</li><li>• Basic definitions: Metrics vs Analytics</li><li>• The power of healthcare customer metrics</li><li>• Importance of goal setting</li><li>• Developing a set of metrics</li></ul>
WEEK 3	<b>Understanding Analytics for better decision making</b> <ul style="list-style-type: none"><li>• Understanding analytics</li><li>• Competing on analytics</li><li>• Regression analysis</li><li>• Adopting an analytical mindset</li></ul>
WEEK 4	<b>Advertising Analytics 2.0 and Introduction to predictive analytics</b> <ul style="list-style-type: none"><li>• Advertising Analytics 2.0</li><li>• Web metrics and analytics</li><li>• Introduction to predictive analytics</li></ul>
WEEK 5	<b>Multichannel attribution and data compliance</b> <ul style="list-style-type: none"><li>• Offline and online metrics: how do they need to be integrated to lead global marketing performance</li><li>• Developing a multichannel attribution approach</li><li>• Analytics, data security and compliance</li></ul>

Synchronous meetings will happen each Wednesday at 6-8 pm CET.

Course Schedule could change based on the class mix and participant's education needs, local times at the start of the program.