

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

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 at the start of the program.