DIGITAL MARKETING ANALYTICS FOR TODAY'S WORLD

CONTEXT

Digital Marketing is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. It leverages digital channels such as search engines, social media, email and other websites to connect with current and perspective customers.

This course introduces participants to the basics of digital marketing concepts and emphasises the artful use of numbers found in the digital space. The aim is to provide the foundation needed to apply data analytics to real-world challenges that marketers confront daily. It focuses on the skills and practical abilities analysts need to be successful in today's digital business.

KEY BENEFITS

Understand how digital, social, and mobile technology are changing consumer behavior and expectations to present new challenges and opportunities for businesses

Understand valid and reliable ways to collect, analyse, and visualize data from the web

Utilize data in decision making for agencies, organizations, or clients.

Gain an understanding of the motivations behind data collection and analysis methods used by marketing professionals

Understand and apply frameworks and approaches to measuring consumers' digital actions

PARTICIPANT PROFILE

Any student of UG and PG programme, Government officials, professionals and executives who requires the knowledge and skills to better manage their roles in the corporate world.

Managers at all levels in all lines of business and enterprises.

Working professionals aspiring for higher managerial capabilities in modern marketing practices.

Graduate in any field with working knowledge of English language.

DURATION: 4 Weeks (20 days with 80 hours of training)

DATE: 08 Aug – 02 Sept 2022

PROGRAM CONTENT

This program in digital marketing and analytics is focused on developing the most important technical and managerial skills. The course provides clear understanding of digital media and its roles for performing various marketing activities. Moreover it also focuses on use of data through data analytics.

MODULES

MODULE 1 (Week I)

DIGITAL MARKETING LANDSCAPE

- Introduction to digital marketing concept.
- Digital media- Paid, owned and earned media. (POEM -framework)
- Social media marketing SMM
- Search engine optimization (SEO) on page and off page optimization
- Digital advertising- Google ads, Banner ads & display ads.

MODULE 2 (Week II)

INTRODUCTION TO T DATA ANALYTICS

- Definition of Analytics, Importance and Application of Analytics.
- Types of Analytics: Descriptive Analytics, Diagnostic Analytics and Predictive Analytics.
- Data Visualization: History Introduction to Analytics, Data Visualization.
- Data Visualization Tools: Histogram, Bar Char, Box Plot, Scatter Plot.

MODULE 3 (Week III)

APPLICATIONS OF DATA ANALYTICS

- Excel Functions, Spreadsheet Add-Ins for Analytics.
- Exploratory Data Analytics: Statistical Methods for Summarizing Data, Modelling.
- Relationships and Trends in Data.
- Predictive analytics for forecasting using Regression

MODULE 4 (Week IV)

HANDS ON SESSIONS, CASE STUDIES

- Hands-on experience.
- Course based Case studies.
- Individual presentations and class discussion.

PROGRAM DELIVERY

Online classes will be conducted for 4 hours with breaks for meal/tea totalling 5 hours per day.

Timing will be 1100 hrs to 1600 hrs (IST) which is convenient for participants from countries in Africa, Russia, Central Europe, Middle East, Central Asia and South East Asia.

Zoom platform will be used for online classes which enables real time interaction in the classroom.

Participants will be provided online learning material and workbooks.

FACULTY

Dr. Sujata Khandai,
Director, Amity College of Commerce and Finance

Dr. Sujata teaches courses in consumer behaviour, product and brand management, market planning and strategy and service marketing.   She is a consultant and trainer who has published 20 research papers and authored one book.

Dr. Vinod Kumar
Associate Professor, Amity College of Commerce and Finance

Dr. Vinod has done his Masters and PhD with the specialization in marketing. He has vast training and teaching experience. He was Head of Sales and distribution channels for one of the leading pharmaceutical companies and has trained many corporate professionals for sales training programmes and inventory management. He has also developed a full -fledged course on social media marketing.

Vinamra Jain
Assistant Professor, Amity Business School

He has more than twenty years of experience in the areas of academics, manufacturing, services and retail industries both in India and Abroad. He has worked with companies like IBM India and T.J. Maxx, USA and Cumberland Farms USA. His core areas of expertise include Sales, Buying Behaviour, Retail and Consumer Psychology.

He is a certified Case Study Method Teacher from Harvard University, USA.   He has conducted training sessions for companies like IBM India, STEAG Germany, Amazon.com, Sprint PCS, USA to name a few.

AMITY UNIVERSITY

Amity University Uttar Pradesh is India's no.1 ranked not-for-profit pvt university and is ranked amongst the top 3% universities globally. It has 150+ group institutions and centres which offer 300+ graduate, post doctorate and doctoral programmes.

The University is located at Noida which is part of National Capital Region (NCR) adjacent to Delhi. NCR has been the centre of Indian civilization for at least 3000 years. It is the cultural, historic and governmental centre of India.

ITEC courses are conducted by Amity Institute of Training and Development

CONTACT DETAILS

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