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UAEU كلية الإدارة والاقتصاد
College of Business and Economics

جامعة الإمارات العربية المتحدة
United Arab Emirates University

FUNDAMENTALS OF MARKETING ANALYTICS

THREE-DAY COURSE

OVERVIEW

Data-driven marketing can significantly help organizations to understand customer needs and wants. Extensive data on customer attributes, transactions, social relations and interactions, as well as other data, can be analyzed to serve organizational goals. Customer and market insights can be gained, and marketing and other decisions can be enhanced. Yet, while abundant data resides in information systems, few organizations have the expertise to intelligently manage and thrive upon such data and information.

COURSE DESCRIPTION AND MAIN OBJECTIVE

In this course, participants will systematically learn fundamental techniques to acquire, manage, and harness marketing data. Participants will gain hands-on experience with marketing analytics techniques and software tools to analyze customer and market data, develop marketing strategies, and allocate resources. The course conveniently introduces the needed background, terminology and concepts, including artificial intelligence and machine learning. Yet, the focus of the course is direct practical hands-on application of marketing analytics techniques with real world data and for use in real world cases.

LEARNING OUTCOMES

On the completion of this course, participants will be able to build knowledge and practice of basic and contemporary concepts and principles of marketing analytics; analyze sales transactions data using pivot tables and machine learning techniques; conduct market basket analysis with sales transactions data and visualize the results; and learn about digital marketing and how weblog data can be analyzed to enhance customer experience and market exposure.

CONTENT

This course will address four themes:

Theme 1: Concepts & Terminology:
Analytics; Predictive Analytics; Data Science; Artificial Intelligence; Machine Learning; Marketing Analytics; Market Segmentation; Internet and Social Marketing.

Theme 2: Analytics Projects & Processes:
Who are involved in analytics? Practical methodologies for analytics; Software tools for analytics.

Theme 3: Practical Marketing Analytics:
Pivot Table Analysis; Clustering Similar Customers; Clustering Similar Products; Market Basket Analysis; Predictive Analytics; Time Series Prediction; Chatbots.

Theme 4: Mini-Project (Team sizes of 2):
Project Description; Hands-on Work on the Mini-Project; Presentation of Result.

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FACULTY MEMBER

TBA

TBA

TBA

ADMISSION REQUIREMENTS

It is preferred that delegates have at least certain basic practice and experience with data analysis (E.g., MS Excel). Some tertiary education is also preferred, although not a requirement. English-language competence with sufficient ability to read and comprehend learning material, write assignments and follow/participate in discussions on marketing analytics. While not required, participants with real-world problems and data at hand, looking for answers and solutions, would especially benefit from the course.

TEACHING METHODS

- Face-to-face learning.
- Class discussion, case studies, articles, and relevant videos.

CERTIFICATE

Obtain a "Certificate of Successful Completion" by demonstrating knowledge, understanding and skills of the learning outcomes in practical assessments at the end of the course.

DATES

- 12 hours: 07 – 08 September 2022
  (2 days of 6 hours each)
- Time: 9:00 am – 4:30 pm (including breaks)

FEES

AED 2,415 (including VAT)

TARGET GROUP

Professionals with the responsibility of improving marketing projects and processes in their organizations, as well as managers and entrepreneurs who intend to build knowledge and skills in marketing analytics.

LOCATION

UAEU Abu Dhabi Off-Campus Site Building No. 86 Plaza 30 Al Meel Street, Al Nahyan Abu Dhabi.
Google map: Click Here

ENQUIRIES

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